



Genesis  
PURE™

Rewards Plan



# Genesis PURE™ Rewards Plan

The Genesis PURE™ Rewards Plan has been designed to create optimal rewards by combining pure health and nutrition with a pure opportunity. The Rewards Plan enables Genesis PURE to reward those individuals who take this purity and health to the world, while always guaranteeing 55 % payout of commissionable Volume. This is accomplished with seven compensation programs:

Retail Sales 🌿 First Order Bonus 🌿 Revenue Sharing Pool  
Team Earnings 🌿 Generational Check Match  
Leadership Pools 🌿 Car Bonus

## RETAIL SALES

- 🌿 Purchase Genesis PURE™ products at wholesale, sell at retail, keep the difference.
- 🌿 Genesis PURE offers you the opportunity to enroll your Retail Customers directly with the Company.\*

Retail Customers deal directly with the Company and receive their product at home, **relieving your stress** of managing the direct delivery of product.

As your Retail Customers are paying the retail price, Genesis PURE will retain the difference between the retail price and the Wholesale price and include it **in your next check as Retail Earnings**.

If Retail Customers commit to PAR (PURE Autoship Rewards), they will be upgraded to Preferred Customer status and will **receive a discount** on the retail price.

Again, the difference between the Preferred Customer price and the wholesale price will be paid to you in your **Retail Earnings**.

\*Retail program is subject to change in Korea.

## FIRST ORDER BONUS

- 🌿 By sponsoring new Independent Business Owners (IBOs) within your Downline Organization, you can earn a **bonus** on the initial product order of each new IBO.

As an Active\* IBO, you receive a percentage of the initial product order of your new IBO, with the amount dependent upon your active Personal Volume (PV):

100 PV	10% Bonus
200 PV+ Star**	20% Bonus

\* Active is defined as having 100 PV or more (either personal product purchases or product sales to Retail and Preferred Customers, or any combination thereof) every twenty eight (28) days. Active IBOs are eligible to participate in the Genesis PURE™ Rewards Plan.

\*\* Star Rank is achieved when you personally sponsor one Active IBO on each side of the Binary Tree.

## REVENUE SHARING POOL

- 🌿 Enroll with Genesis PURE with an initial Product Pack\* purchase of 300 PV or more and you can share in **2 %** of the **Total Company Commissionable Volume†** (TCCV) every week that you sell a Product Pack of 300 PV or more to a new personally sponsored IBO.
- 🌿 Each week that you sell a Product Pack of 300 PV or more to a new personally sponsored IBO, you will receive **multiple shares** in the Revenue Sharing Pool in relation to the PV amount of your initial Product Pack purchase and the initial Product Pack sale to your new IBO:

Level of Enrollment	Revenue Sharing Points
Initial Order of 300-899 PV	2
Initial Order of 900-1499 PV	3
Initial Order 1500+ PV	5

New IBO Enrollment	Your Initial Purchase Amount			
	PV of Initial Sale	300	900	1,500
300	4	6	10	
900	6	9	15	
1,500	10	15	25	

**Shares in Revenue Sharing Pool**

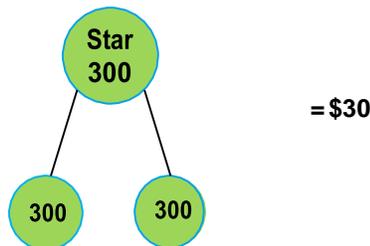
\*Product Packs are intended to ensure the IBO has a ready supply of products to service customers, share with prospects, and to personally consume. There is no requirement to purchase a Product Pack to become an IBO or to participate in the Genesis PURE™ Rewards Plan.

†Total Company Commissionable Volume will fluctuate on a weekly basis in accordance with the amount of global product sales.

## TEAM EARNINGS

- 🌿 Team Earnings are the foundation upon which you begin to **generate residual income**.
- 🌿 As you sponsor new IBOs and build your team, each new IBO is placed in one of two legs within your Downline Organization.
- 🌿 Each week you have the opportunity to earn **10 %** of the Volume in your Lesser Leg.\*

\*5 % of the equal amount of Volume from both sides of your Downline Organization. All paid Volume is removed before the next commission period. If at any time you become inactive, with less than 100 PV, all volume is removed.



- 🌿 As you remain Active, all Volume that is not included in the 10 % Team Earnings payout for the given week will remain as **carry-over volume**, allowing you to be paid on it at a later time. This generous plan provides the potential to be paid on **all of the Volume** in your Downline Organization.
- 🌿 You begin to earn Team Earnings as a Star 300\*\* and continue to earn every week you maintain that Rank thereafter. As long as you remain Active, the Leg Volume will accumulate and carry over until the Rank of Star 300 is achieved.

\*\* See Rank Explanation for qualifications of a Star 300.



## LEADERSHIP POOL

🌿 **3 %** of the Total Company Commissionable Volume (TCCV) from each week of product sales is placed into a **Global Pool** which is shared among the highest leaders of Genesis PURE.

🌿 The Global Pool is paid weekly according to the shares you have earned at your Rank:

Leadership Rank	Shares of Pool
Blue Diamond	1
Presidential	2
Chairman	4
Ambassador	8
Crown Diamond	12

## LUXURY CAR BONUS

🌿 Genesis PURE will pay a bonus to be used for payment on the **Luxury Car** of your choice once you have achieved the Rank of PURE Presidential!\* This bonus will announce to the world that you have found success with Genesis PURE.

🌿 Upon reaching this **milestone achievement**, you will receive this bonus every month, for 12 months, to go towards the purchase or lease of your new Luxury Car.\*\*

Leadership Rank	Car Bonus
PURE Presidential	\$750
PURE Chairman +	\$1,500

\*PURE Presidential must be achieved to qualify for the Luxury Car Bonus. Refer to the Leadership Rank Explanation for qualification requirements.

\*\*Upon qualifying for the Luxury Car Bonus, you will be guaranteed the allotted amount for 12 consecutive months, which allows you to make payments towards the purchase or lease of your vehicle. At the end of the 12 months, your account will be reevaluated and the Luxury Car Bonus amount for the subsequent 12 months will be determined in relation to the Rank activity of the previous 52 weeks.

## EARNING POTENTIAL

🌿 With the Genesis PURE™ Rewards Plan, you have the potential to earn income on a **WEEKLY basis!**

🌿 Weekly maximum earning potential is determined by your Rank:

Rank	WEEKLY Earning Potential*
Genesis Ranks	\$1,000
Director Ranks	\$1,000-3,000
Executive Ranks	\$4,000-8,000
Diamond Ranks	\$12,500-25,000
Boardroom Ranks +	Unlimited

\*The earnings of the distributors in this chart are not necessarily representative of the income, if any, that a Genesis PURE distributor can or will earn through his or her participation in the Genesis PURE™ Rewards Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with Genesis PURE results only from successful sales efforts, which require hard work, diligence and leadership. Your success will depend upon how effectively you exercise these qualities. See the Genesis PURE™ Rewards Plan "Appendix A- Earning Potential" for the specific sub-ranks earning potential.

## GENESIS PURE LEADERSHIP RANKS

In the Genesis PURE™ Rewards Plan there are six major Rank categories:

### Genesis Director Executive Diamond Boardroom Crown Diamond

Within each of those categories there are additional Ranks, each with progressively developing leadership requirements aimed to maximize your profitability and growth.

#### Genesis Ranks:

**Star:** personally sponsor one Active IBO on each side of your team

**Star 300:** Generate 300 LLV\* and have a personally sponsored Active IBO on each side of your team

**Star 900:** Generate 900 LLV\* and have a personally sponsored Active IBO on each side of your team

#### Director Ranks:

**Silver Director:** Meet the requirements of the previous ranks, Generate 1,500 LLV\* and 1 Star 300 STL\*◇

**Gold Director:** Meet the requirements of the previous ranks, Generate 3,000 LLV\* and 2 Star 300 STL\*◇

**Platinum Director:** Meet the requirements of the previous ranks, Generate 5,000 LLV\* and 3 Star 300 STL\*◇

#### Executive Ranks:

**Sapphire Executive:** Meet the requirements of the previous ranks, Generate 7,500 LLV\* and 4 Star 300 STL\*◇

**Ruby Executive:** Meet the requirements of the previous ranks, Generate 10,000 LLV\* and 5 Star 300 STL\*◇

**PURE Ruby:** (achieve Ruby or above for 2 of 4 weeks)

**Emerald Executive:** Meet the requirements of the previous ranks, Generate 15,000 LLV\* and 6 Star 300 STL\*◇

**PURE Emerald:** (achieve Emerald or above for 2 of 4 weeks)

#### Diamond Ranks:

**Diamond:** Meet the requirements of the previous ranks, Generate 20,000 LLV\* and 7 Star 300 STL\*◇

**PURE Diamond:** (achieve Diamond or above for 3 of 6 weeks)

**Blue Diamond:** Meet the requirements of the previous ranks, Generate 30,000 LLV\* and 8 Star 300 STL\*◇

**PURE Blue Diamond:** (achieve Blue Diamond or above for 3 of 6 weeks)

#### Boardroom Ranks:

**Presidential:** Meet the requirements for Blue Diamond, and Generate 75,000 STV\*\* (no more than 1/3 or 25,000 PV can come from any one STL\*◇)

**PURE Presidential:** (achieve Presidential or above for 4 of 10 weeks)

**Chairman:** Meet the requirements for Blue Diamond and Generate 150,000 STV\*\* (no more than 1/3 or 50,000 PV can come from any one STL\*◇)

**PURE Chairman:** (achieve Chairman or above for 4 of 10 weeks)

**Ambassador:** Meet the requirements for Blue Diamond and Generate 300,000 STV\*\* (no more than 1/3 or 100,000 PV can come from any one STL\*◇)

**PURE Ambassador:** (achieve Ambassador or above for 4 of 10 weeks)

#### Crown Diamond Ranks:

**Crown Diamond:** Meet the requirements of Blue Diamond and Generate 500,000 STV\* (no more than 1/4 or 125,000 PV can come from any one STL\*◇), 100,000 LLV\* and 4 Blue Diamond STL◇◇

**PURE Crown Diamond:** (achieve Crown Diamond or above for 5 of 10 weeks)

## Rank Definitions:

**\*LLV (Lesser Leg Volume):** All PV accumulated during the weekly commission period, plus any carryover volume from the previous week, that accrues on your lesser leg.

**ST (Sponsor Tree):** Includes all sponsoring activity of yourself and everyone you have sponsored, throughout multiple generations.

**STL (Sponsor Tree Leg):** Each IBO that you personally sponsor will start a new STL. Each STL includes all of their sponsoring activity, throughout multiple generations.

**\*◇Star 300 STL(Sponsor Tree Leg):** When an Active IBO in your Sponsor Tree achieves the rank of Star 300, the leg in which they are placed is qualified as a Star 300 STL for the week they achieve Star 300. Only one (1) Star 300 will count per STL. The Star 300 can be sponsored by you or anyone in your Sponsor Tree.

**◇◇Blue Diamond STL(Sponsor Tree Leg):** When an Active IBO in your Sponsor Tree achieves the rank of Blue Diamond, the leg in which they are placed is qualified as a Blue Diamond STL for the week they achieve Blue Diamond. Only one (1) Blue Diamond will count per STL. The Blue Diamond can be sponsored by you or anyone in your Sponsor Tree.

**\*\*STV (Sponsor Tree Volume):** Volume accumulated from all legs within your Sponsor Tree including downline IBO personal consumption Volume, Retail Customer Volume and Preferred Customer Volume.

## Rewards Plan Definitions:

**Active:** Having 100 PV or more (either personal product purchases or product sales to Retail and Preferred Customers or any combination thereof) every twenty eight (28) days.

**Autoship:** An optional program available to IBOs and Customers that is offered for convenience, allowing IBOs and their customers to select products they sell or consume most frequently to be shipped to them automatically every twenty eight (28) days.

**Genesis PURE Rewards Plan:** The specific plan utilized by the Company that details the requirements and benefits of the Genesis PURE Rewards structure for IBOs.

**IBO (Independent Business Owner):** A person or Business Entity which has entered into the Contract with the Company. An IBO is authorized to purchase and retail Company products and services, recruit other IBOs, and participate in the Rewards Plan, as qualified. If more than one individual is listed on the IBO Agreement, then "IBO" may refer to all individuals collectively, with each retaining all IBO rights and obligations.

**PAR (PURE Autoship Rewards):** An optional reward program where IBOs or Preferred Customers on Autoship can receive 20% back in rewards points to be used towards the purchase of select products at retail price. Only 75 PAR Points can be earned per order and can be redeemed after the second Autoship processes.

**Preferred Customer:** An individual who purchases products for personal or family use and is entitled to receive discounts on those products as a result of participation in the optional Autoship program.

**PV (Personal Volume):** Volume consisting of personal product purchases made by the IBO and/or product sales to Preferred Customers and Retail Customers the IBO has personally sponsored. An IBO is not paid rewards on his/her PV. PV is strictly used for personal qualification requirements within the Rewards Plan.

**Rank:** The current level of the IBO according to the Rewards Plan. The Rank of an IBO fluctuates, is contingent upon qualification, and determines Rewards for the IBO on a weekly basis.

**Retail Customer:** An individual who purchases the product at retail price from an IBO or the Company for personal or family use.

**Retail Earnings:** The difference between Retail or Preferred Customer product price and the Wholesale product price.

**Revenue Sharing Pool:** Includes the total amount of global revenue from products sales that is calculated on a weekly basis. The share value is determined by dividing the total value of the pool by the total number of qualified IBO shares.

**Sponsor:** An IBO who personally brings another IBO, Preferred Customer or Retail Customer into the Company.

**Volume:** A value assigned to an item for Reward purposes.

**Wholesale:** The price the Company charges an IBO for products.

## **Genesis PURE™ Rewards Plan Appendix A – Earning Potential**

The Genesis PURE Rewards Plan has lucrative earning potentials for our growing leaders. Each Rank (except Boardroom Ranks) has an affixed maximum earning potential that can be reached every week in the commission run. These include income from Revenue Sharing Pool, Team Earnings, Generation Check Matching, and Leadership Pools. By increasing in Rank you are able to raise your earning potential and maximize your income.

The maximum earning potentials for each Rank are as follows (USD):

**Star - \$1000**

**Star 300 - \$1000**

**Star 900 - \$1000**

**Silver Director - \$1000**

**Gold Director - \$1500**

**Platinum Director - \$3000**

**Sapphire Executive - \$4000**

**Ruby Executive - \$6000**

**Emerald Executive - \$8000**

**Diamond Ranks - \$12,500**

**Boardroom Ranks – Unlimited\***

Each earning potential does not include any funds earned through Retail Sales or the First Order Bonus. These bonuses are paid above and beyond any maximum earning potential.

**Examples:**

- 1) By qualifying as a Silver Director and earning \$900 in your Team Earnings and Generation Check Matching, you will earn the full \$900 plus any additional earnings from Retail Sales and the First Order Bonus regardless of the amount.
- 2) By qualifying as a Silver Director and having \$1200 in Volume in your Team Earnings and Generation Check Matching, you will earn \$1,000 as a result of your maximum earning potential for the Silver Director Rank, plus any additional earnings from the Retail Sales and First Order Bonus regardless of the amount.

\*As you enter the Boardroom ranks, income potential caps no longer apply, in that any unused Lesser Leg Volume (LLV) continues to roll over week after week. Individual bonuses (i.e. Matching Bonus and Team Earnings) are also paid.

The earnings of the distributors in this document are not necessarily representative of the income, if any, that a Genesis PURE distributor can or will earn through his or her participation in the Genesis PURE™ Rewards Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with Genesis PURE results only from successful sales efforts, which require hard work, diligence and leadership. Your success will depend upon how effectively you exercise these qualities.