



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 percent payout of commissionable volume. This is accomplished with seven profitable 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 profit.
- 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 and sale of product.

As your Customers are paying the retail price, Genesis PURE™ will retain the Retail Profit you would have made through a direct sale and include the **profit in your next check**.

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

Again, the difference between the Preferred Customer price and the wholesale price will be given 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 organization, you can earn a **bonus** on the initial order of each new IBO.

As an Active* IBO, you receive a percentage of the initial 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 personally purchased or accumulated from Retail and Preferred Customers) in the calendar week or the three preceding calendar weeks. An order of 100 PV or more qualifies the IBO as Active and able to earn Rewards for the week of the order and the three weeks that follow.

** Star Rank signifies one Active IBOs on each side of the Binary Tree.

REVENUE SHARING POOL

- Enroll with Genesis PURE™ with an initial purchase of 300 PV or more and you can share in **2 percent** of the **Total Company Commissionable Volume (TCCV)** every week. Your initial purchase will lock in your potential earnings for the remainder of your Active life with Genesis PURE™.
- Each week that you personally sponsor a new IBO who makes an initial purchase of 300 PV or more, you will receive **multiple shares** in the Revenue Sharing Pool in relation to the PV amount of your initial purchase and the initial purchase of 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 Purchase	300	900
300	4	6	10
900	6	9	15
1,500	10	15	25

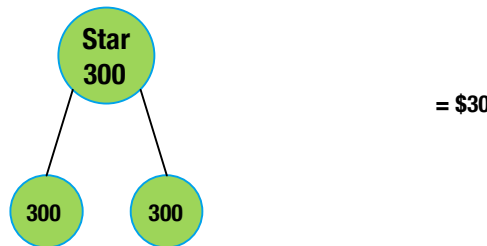
Shares in Revenue Sharing Pool

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 organization.
- Each week you have the chance to earn **10 percent** of the volume in your weaker leg.*

*5 percent of the equal amount of volume from both sides of your 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.

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



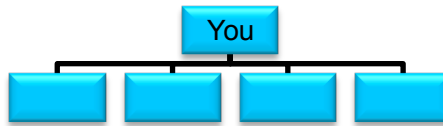
- As you remain active, all volume that is not included in that 10 percent Team Earnings payout for the given week will remain as **carry-over volume**, allowing you to be paid on it at a later time. This generous plan provides the potential to be paid on **all of the volume** in your organization.
- You begin to earn Team Earnings as a Star 300** and continue to earn every week you maintain that rank thereafter.

GENERATION CHECK MATCH

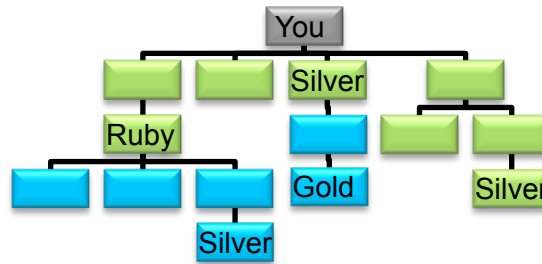
As long as you remain active, the leg volume will accumulate and carry over until the rank of Star 300 is achieved.

- You can earn up to **\$12,500 a week** from Team Earnings!
- Generation Check Match generates wealth from your **entire organization** in relation to your sponsorship activity.

- As an active Silver Director* or above, you qualify to participate in the Generation Check Match, in which the company matches Team Earnings generated by your Sponsor Tree.
- The Sponsor Tree details the sponsoring activity of yourself and everyone you have sponsored, throughout multiple Generations. A Sponsor Tree can have multiple legs.
- Ex: If you have personally sponsored four IBOs, you will have four legs in your Sponsor Tree.



- A 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.



- As you qualify for one Generation of matching, you earn a matched percentage* of all Team Commissions for the week. The same continues with each subsequent qualified Generation. The Generation payouts for each rank are as follows:

Leadership Rank	# of Generations
Silver Director	1
Gold Director	2
Platinum Director	3
Sapphire Executive	4
PURE Ruby Executive	5
PURE Emerald Executive	6
PURE Diamond	7
PURE Blue Diamond	8
PURE Presidential +	Unlimited

* Please refer to the Rank Explanation for qualification requirements.

** The percentage of payout for the Generation Check Match will fluctuate in accordance with the other commission payouts. Generation Check Match always ensures the 55 percent payout.

LEADERSHIP POOL

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

The 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 for the Luxury Car of your choice once you have achieved the rank of PURE Presidential!* This gift 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 to pay for 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.

**Upon qualifying for the Luxury Car Bonus, you will be guaranteed the allotted amount for the duration of 12 months, which allows you to purchase or lease 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 a significant 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

*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 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 - 300 LLV*
Star 900 - 900 LLV*

Director Ranks:

Silver Director – 1,500 LLV* and 1 Star 300 STL*
Gold Director – 3,000 LLV* and 2 Star 300 STL*
Platinum Director – 5,000 LLV* and 3 Star 300 STL*

Executive Ranks:

Sapphire Executive - 7,500 LLV* and 4 Star 300 STL*
Ruby Executive – 10,000 LLV* and 5 Star 300 STL*
PURE Ruby (achieve Ruby or above for 2 of 4 weeks)
Emerald Executive – 15,000 LLV* and 6 Star 300 STL*
PURE Emerald (achieve Emerald or above for 2 of 4 weeks)

Diamond Ranks:

Diamond – 20,000 LLV* and 7 Star 300 STL*
PURE Diamond (achieve Diamond or above for 3 of 6 weeks)
Blue Diamond – 30,000 LLV* and 8 Star 300 STL*
PURE Blue Diamond (achieve Blue Diamond or above for 3 of 6 weeks)

Boardroom Ranks:

Presidential – 75,000 STV*
PURE Presidential (achieve Presidential or above for 4 of 10 weeks)
Chairman - 150,000 STV*
PURE Chairman (achieve Chairman or above for 4 of 10 weeks)
Ambassador - 300,000 STV*
PURE Ambassador (achieve Ambassador or above for 4 of 10 weeks)

Crown Diamond Ranks:

Crown Diamond – 500,000 CSTV**, 100,000 LLV, and 4 Blue Diamond STL
PURE Crown Diamond (achieve Crown Diamond or above for 5 of 10 weeks)

*Definitions:

*LLV

Group Volume of the Lesser Leg from the placement (binary) tree for the Weekly Commission Period

***STL** **Sponsor Tree Leg**
***STV** **Sponsor Tree Volume (no more than 1/3 from any one leg)**
****CSTV** **Sponsor Tree Volume (no more than 1/4 from any one leg)**

- ◇ A Star 300 STL is defined as a Sponsor Tree Leg containing a qualified Star 300.
- ◇◇ A Blue Diamond STL is defined as a Sponsor Tree Leg containing a qualified Blue Diamond.

Genesis PURE™ Rewards Plan Appendix A – Earning Potential

The Genesis PURE Rewards Plan has lucrative earning potentials for our growing leaders. Each rank has an affixed maximum earning potential that can be reached every week in the commission run. These include income from Team Earnings, 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 and are often times the largest portions of our growing leader's checks.

Examples:

- 1) By qualifying as a Silver Director and earning \$900 in your Team Earnings and Matching, you will earn the full \$900 plus any additional earnings from the First Order Bonus regardless of the amount.
- 2) By qualifying as a Silver Director and earning \$1200 in your Team Earnings and 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 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 bonus (i.e. Matching Bonus and Team Earnings) calculations are still in force.