

AUGUST
2018



purium



COMPENSATION PLAN

\$50 GIFT CARDS · CODED BONUSES

3 AMAZING TRIPS · INDUSTRY LEADING CASH BONUSES

CUSTOMER PROGRAM

WEEKLY COMPENSATION

Weekly period: Saturday through Friday 11:59 pm central



CUSTOMER SAVINGS

FIRST ORDER: New Customers Save **\$50** or **25%** off (whichever is greater) with a Gift Card. No membership! Minimum \$75 order.

FUTURE ORDERS: All Customers can save up to **25%**. No Auto-Ship required!

- Customers who order every month, purchase \$250 or more worth of products, or have a Smart Order get a 25% discount.
- Customers who order less than every month, get a 15% discount.

ALL ORDERS: \$9.95 Flat Rate S&H in continental US
\$14.95 to Hawaii, Alaska, US Territories
\$17.95 to Canada
60-Day Guarantee on products
Save \$10 on S&H with orders of \$250 or more (continental US is FREE)

BRAND PARTNER EARNINGS

YOUR CUSTOMER ORDERS: Every week, Brand Partners get paid **20%** of the dollar amount before S&H and tax.

BONUSES: Brand Partners earn **\$50** extra for every \$1000 in customer purchases.

- 1K Club = \$50
- 2K Club = \$100
- 3K Club = \$150
- Etc.

TEAM CUSTOMER ORDERS: **5%** (of BV) is paid up 4 levels! See "Structure & Compensation" page for more details. Gift Cards reduce Customer price by \$50 and BV by 40 points.



Anyone who orders products will earn points that can be redeemed for future produce purchases. See iShopPurium.com for more information on this unique program that helps keep your Customers coming back for more.

See "Glossary of Terms" in the back for definitions.

BRAND PARTNER PROGRAM

WEEKLY COMPENSATION


Weekly period: Saturday through Friday 11:59 pm central



LEADERSHIP CODED BONUS

For enrolling Brand Partners with a Launch Pack

LAUNCH PACK \$199 / 200 QV* Total Payout: \$120, split 1-5 ways in a team. Enroller ALWAYS gets paid.

QUALIFYING RANK PREVIOUS MONTH	PERSONALLY ENROLLED PAYOUT	GENERATIONAL PAYOUT PAID INFINITE LEVELS	
CROWN	\$120	\$20	   <p>Paid every time a Red Diamond, Black Diamond and Blue Diamond team enrolls a Launch Pack Brand Partner.</p>
BLUE DIAMOND	\$100	\$20	  <p>Paid every time a Green Diamond and Diamond team enrolls a Launch Pack Brand Partner.</p>
DIAMOND	\$80	\$20	E <p>Paid every time an Executive team enrolls a Launch Pack Brand Partner.</p>
EXECUTIVE	\$60	\$20	D, C, B, A <p>Paid every time a Director, Consultant, Builder and Associate team enrolls a Launch Pack Brand Partner.</p>
ENROLLER	\$40		






















NOTE: \$99 Launch Packs with \$250+ product purchases earn half of the noted payout and QV. Free Launch Packs with \$500+ product purchases earn no bonuses or QV beyond the payout of the product order.

*See "Glossary of Terms" in the back for definitions.

STRUCTURE & COMPENSATION

Weekly period: Saturday through Friday 11:59 pm central

RANK STRUCTURE & QUALIFICATIONS

RANK	A	B	C	D	E												
	Associate	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II
STRUCTURE						3 Cs	3 Ds	3 Es	1D + 2E	2D + 1E	1  2  or 50% rule	2  1  or 50% rule	3  or 50% rule	4  or 50% rule	5  or 50% rule	3 	3 
PERSONAL VOLUME	50	50	50	50	50	100	100	100	100	100	200	200	200	200	200	200	200
PERSONALLY-ENROLLED ACTIVE BRAND PARTNERS AND CUSTOMERS	0	1	2	3	4	6	6	6	6	6	12	12	12	12	12	12	12
GROUP VOLUME (8 Levels / 9 Levels for Crowns)	0	300	1k	2.5k	6k	15k	30k	50k	75k	100k	150k	200k	300k	400k	500k	750k	1M

BONUS FOR CUSTOMER PRODUCT PURCHASES

CUSTOMER UNILEVEL BONUS* <small>First order pays through Enroller Tree. Subsequent orders pay through the Placement/Unilevel Tree.</small>	CUSTOMER ENROLLER	20%*	20%*	20%*	20%*	20%*	20%*	20%*	20%*	20%*	20%*	20%*	20%*	20%*	20%*	20%*	20%*
	LEVEL 1	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 2	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 3	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 4	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%

FIRST ORDER BONUS FOR BRAND PARTNER PRODUCT PURCHASES













FIRST ORDER BONUS <small>Paid through the Enroller Tree. (Does not include Enrollment Pack)</small>	LEVEL 1	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
	LEVEL 2	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
	LEVEL 3	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
	LEVEL 4	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%

See "Glossary of Terms" in the back for definitions.

*This is paid on order subtotal not BV.

MONTHLY COMPENSATION

Monthly commissions are paid on the 15th of every month. Unless it is a holiday or Sunday, then payments are transacted on the first business day before the 15th.

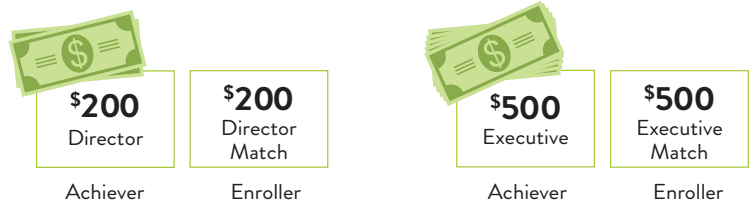
		A	B	C	D	E													
		Associate	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II	
Includes all Brand Partner/Member orders (Payment of Customer Orders see previous page; Payment of Health Professional Orders see last page.)	LEVEL 1	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
	LEVEL 2	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
	LEVEL 3	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
	LEVEL 4	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
	LEVEL 5	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
UNILEVEL	LEVEL 6	↑	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
	LEVEL 7	↑	↑	↑	↑	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	
	LEVEL 8	↑	↑	↑	↑	↑	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	
INFINITY Earn on generations of Green Diamonds and Blue Diamonds	LEVEL 9	Green Diamonds earn through the next Green Diamond						2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
	LEVEL 10	Blue Diamonds through Royal Crown II earn through the next Blue Diamond						↓	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
								INFINITY	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓
							INFINITY..... INFINITY..... INFINITY												
							10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
							↑	5%	5%	10%	10%	10%	10%	10%	10%	10%	10%	10%	
							↑	↑	↑	↑	↑	5%	5%	10%	10%	10%	10%	10%	
							↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	10%	20%	
		MATCHING BONUSES																	
							GEN 1	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
							GEN 2	↑	5%	5%	10%	10%	10%	10%	10%	10%	10%	10%	
							GEN 3	↑	↑	↑	↑	↑	5%	5%	10%	10%	10%	10%	
							GEN 4	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	10%	20%

See "Glossary of Terms" in the back for definitions.

MONTHLY POOLS & LIFESTYLE INCOME

ONE-TIME ACHIEVEMENT & MATCHING ACHIEVEMENT BONUSES

As you move up in rank, we reward you for your achievement. Plus, we reward your Enroller for the achievement as well. Achievement Matching Bonuses follow the Enroller Tree (not the Placement Tree) and do NOT include roll-up—they are only available to the Achiever and the Enroller. Enroller must be qualified at the rank of Achievement (or above) during the month of Achievement Bonus payout. Purchasing a Launch Pack unlocks Achievement and Matching Achievement Bonuses. Purchasing a Basic Activation, Enroller must achieve 1K Club to unlock Achievement Bonuses and 2K Club to unlock Matching Achievement Bonuses. 1K and 2K Clubs are based on monthly sales totals from your Customers. Read more details on "Customer Bonus Clubs" in the "Glossary of Terms."



LIFESTYLE BONUSES

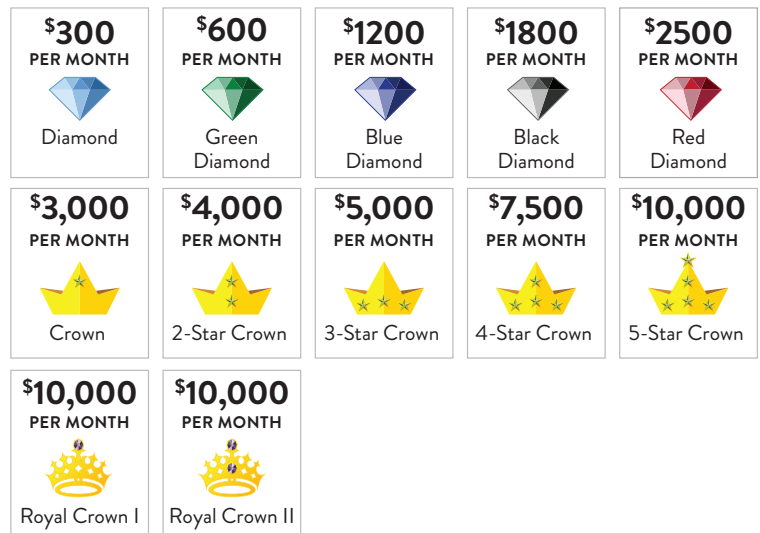
Earn up to \$10,000 in monthly cash bonuses!

Qualifications for Diamonds – Red Diamonds

- Create a new rank advancement of Consultant or above during the month.
- New Consultant (or above) must not be below another Diamond (or above) except the first month in which a downline Member achieves the rank of Diamond (or above) from Executive (or below), then the Consultants in this leg will count toward achievement of the bonus in this month only. Once a downline Member is a Diamond (or above) for more than one month, this leg is blocked and cannot be used as a leg that generates qualifying Consultants.
- New Consultant does not have to be personally enrolled.
- An alternative method of earning the Lifestyle Bonus is to enroll 3 new Brand Partners with a Launch Pack during the month.
- Another method is to have \$1000 in Customer sales (personally enrolled Customers) during the month.

Qualifications for Crowns – Royal Crown II

- Create a new rank advancement of Director or above during the month.
- New Director (or above) must not be below another Crown (or above).
- New Director does not have to be personally enrolled.
- Another method is to have \$2000 in Customer sales (personally enrolled Customers) during the month.



DIAMOND POOL

Earn income beyond the limits of your own downline. The Diamond Pools pay 1% on all Purium BV across North America to our qualified Diamonds.

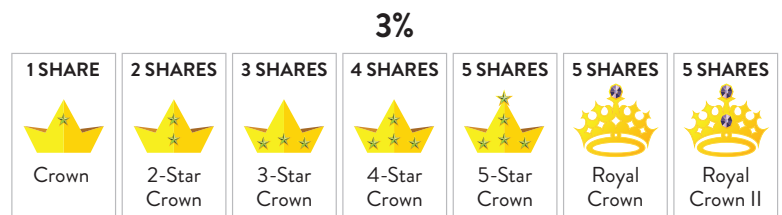
- Same qualifications as "Lifestyle Bonus: Diamonds - Red Diamonds." See above for details.



CROWN POOL

Earn income beyond the limits of your own downline. The Crown Pool pays 3% of all Purium BV across North America to our qualified Crowns.

- Same qualifications as "Lifestyle Bonus: Crown - Royal Crown II." See above for details.



3 AMAZING TRIPS



DIAMOND CLUB Long Beach, CA

Visit the Real Food Revolution headquarters—our 40,000 square foot state-of-the-art manufacturing facility and home office. Meet Purium Owners, Dave Sandoval and Amy Venner-Hamdi. This trip for one Distributorship (up to 2 people) includes a tour, Diamond training, special excursion, a hotel room, food and more!

3 days / 2 nights
Room / food / special excursions
Airfare not included.



BLUE DIAMOND RETREAT Native Springs Oasis, CA

Purium Owner Dave Sandoval opens up his 160-acre haven for a complete wellness experience called a “detox-a-vacation”. Healthy food, stimulating activities and impactful education make this a dream retreat you won’t find anywhere else. This trip for one Distributorship (up to 2 people) includes airfare, ground transportation, a room, food, excursions and more!

4 days / 3 nights
Airfare / room / food / special excursions



CROWN TRIP Resort Vacation

Each year, we take qualifying Crowns to a beautiful, new locale that offers world class fun, adventure, relaxation and education. At the core of this trip is our mission to “make healthy cool” and what is cooler than spending 5 days with like-minded entrepreneurs on a luxurious dream vacation?

Past trips included: Tucson, Cabo San Lucas, Kauai, and the Big Island of Hawaii.

5 days / 4 nights
Airfare / room / food / special excursions

PURIUM INCOME DISCLOSURE STATEMENT

Significant Compensation Plan upgrades were initiated in October 2017 and an updated Income Chart will be released in October 2018 after 1 year of results can be compiled.

Paid Rank	Percent of all Affiliates	Percent of active Affiliates	2015 Annual Income for all Affiliates (U.S. Dollars)			2015 Annual Income for active Affiliates (U.S. Dollars)			Months in Purium Company		
			High	Average	Low	High	Average	Low	High	Average	Low
A Associate	77.54%	40.917%	18,144.37	5.79	0.00	18,144.37	539.34	120.00	148	15	1
B Builder	11.57%	29.659%	18,585.40	93.63	0.00	18,585.40	798.64	120.00	148	19	1
C Consultant	6.12%	16.462%	33,502.25	308.80	0.00	33,502.25	1,786.49	123.70	144	18	1
D Director	2.64%	6.943%	43,530.98	882.79	0.00	43,530.98	3,580.70	333.25	150	18	1
E Executive	1.27%	3.562%	81,985.14	2,399.02	0.00	81,985.14	8,676.87	264.23	150	22	1
Diamond	0.46%	1.356%	89,863.04	8,493.15	0.00	89,863.04	19,797.92	8,473.84	148	28	3
Green Diamond	0.16%	0.417%	103,303.15	14,820.64	670.45	103,303.15	34,286.72	22,320.74	140	25	2
Blue Diamond	0.06%	0.171%	148,641.07	46,464.20	26,286.00	148,641.07	65,004.22	49,583.23	72	27	8
Black Diamond	0.06%	0.171%	204,484.91	74,907.33	22,737.03	204,484.91	74,907.33	22,737.03	39	29	13
Red Diamond	0.05%	0.146%	216,927.60	126,223.78	79,426.35	216,927.60	126,223.78	79,426.35	144	34	12
Crown	0.03%	0.085%	212,395.31	148,714.24	124,523.11	212,395.31	148,714.24	124,523.11	39	25	16
2-Star Crown	0.02%	0.050%	298,284.27	223,348.33	178,875.88	298,284.27	223,348.33	178,875.88	40	29	20
3-Star Crown	0.01%	0.020%	322,205.58	294,365.54	290,234.65	322,205.58	294,365.54	290,234.65	33	32	32
4-Star Crown	0.01%	0.025%	477,798.13	380,422.17	299,175.45	477,798.13	380,422.17	299,175.45	150	72	30
5-Star Crown	0.01%	0.015%	522,558.84	468,980.05	383,093.47	522,558.84	468,980.05	383,093.47	31	31	31

The income statistics above do not include Retail Profit for selling products to personal Customers not registered with Purium. For many Affiliates, this represents substantial additional income not shown on the chart. This additional income may increase revenue, especially at the lowest rank levels.

The income statistics above are for all active U.S. Purium Affiliates who were eligible to earn downline commissions in 2015. An "active Affiliate" is defined as an Affiliate who earned at least one commission check in 2015. Affiliates who were inactive in 2015 received no income. The average annual income for all active Affiliates in 2015 was \$888.47 and the average income for all Affiliates (active and inactive) in 2015 was \$300.54. In 2015, 28% of all Affiliates received no income at all. Note that these figures do not represent an Affiliate's profit, as they do not consider expenses incurred by an Affiliate in operation or promotion of his/her business. The figures above refer to gross income (total income before any expenses are deducted). The expenses an Affiliate incurs in the operation of his or her Purium business vary widely. Expenses for Affiliates can be several hundred or 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, business equipment, and miscellaneous expenses. The earnings of the Affiliates in this chart are not necessarily representative of the income, if any, that a Purium Affiliate can or will earn through his or her participation in the Purium Compensation 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 Purium results only from successful sales efforts, which require hard work, diligence, leadership. Your success will depend upon how effectively you exercise these qualities.

GLOSSARY OF TERMS

A complete listing of terms can be found within the Purium Policies & Procedures.

Active - Active Associates have 50 BV of personal volume in a monthly commission period.

Business Volume (BV) - The point value assigned to each product that counts toward a Brand Partner's Personal Volume Qualification and used to calculate commissions.

BV Cap - To help encourage personal enrolling and the creation of structure, the ranks of Builder-Executive have a BV Cap. This means that if a Brand Partner has a lot of Group Volume underneath him or her and is not advancing in rank, the volume above the "cap" will go to a more active Brand Partner above. This rewards the people (especially Diamonds and above) who are doing the work and helping to build the volume. The BV Cap is on Unilevel and Professional volume:

Builder Cap: 2000 GV Consultant Cap: 5000 GV
Director Cap: 12,000 GV Executive Cap: 30,000 GV

*Ranks refer to PAID RANKS

Importantly, the volume that is "unlocked" goes to other Brand Partners, not to the company

Compression (aka Dynamic Compression) - Dynamic Compression occurs when a Brand Partner fails to meet the required qualifications for receiving a bonus. The non-qualifying Brand Partner (and associated customer) volume available in their downline will compress to the next qualified person in their upline. The Purium Compensation Plan uses Dynamic Compression to calculate all bonuses (except Pools, Achievement Matching Bonuses and Lifestyle Bonuses) in an effort to maximize payout to qualified Brand Partners.

Customer Bonus Clubs - Every \$1000 ordered by your Customers will put you into a new K Club, i.e. \$1000 = 1K Club.

Fifty Percent Rule (50% Rule) - An alternative qualification structure that allows a Crown to use the Group Volume of one leg to count towards 50% of the total Group Volume requirement for that rank. The other 50% of the Group Volume will come from all other legs. Does not apply to ranks below Crown or Royal Crown I and II.

Generation - A Generation is an Active Level of Associate which follows the Enroller Tree. Matching Bonuses use Dynamic Compression on all Generations to maximize payout.

Group Volume (GV) - The Volume in your Organization, from 8 levels deep using compression, including your own Personal Volume. Group volume for Crowns includes 9 levels from Purium Brand Partners and Customers.

Health Professional - A legacy program. New Health Professionals will enroll as Brand Partners. For those in the legacy plan, the discount is 35% on personal orders as long as

the Health Professional purchases \$400 in products every month. If a Health Professional does not purchase \$400 in a given month, then he/she will be changed to Brand Partner status and will not be allowed to re-enter the Health Professional program. Health Professional's personal orders will be paid upline as follows:

Level 1: 10% of BV Level 2: 5% of BV
Level 3: 5% of BV Level 4: 5% of BV

Infinity Bonus - There are two categories of Infinity Bonuses - Green Diamond and Blue Diamond. Green Diamonds receive a 2% commission on all BV on their 9th level through an infinite number of levels, blocked by the next Green Diamond. Blue Diamonds receive the same bonus as above PLUS 2% commission on all BV on their 10th level through an infinite number of levels, blocked by the next Blue Diamond.

The Blue Diamond through Royal Crown II Infinity Bonuses work in a similar way to the Green Diamond Infinity Bonus. They start on the 10th and pay 2% down an infinite number of levels until blocked by the next Blue Diamond. Importantly, the Infinity Bonuses can be additive, meaning that if a Blue or Black Diamond does not have a Green Diamond below his/her 10th Level, then the Blue or Black Diamond will receive BOTH 2% Infinity Bonuses (total of 4%) on his/her entire organization below the 10th Level.

Minimum Payment Amount - The Minimum Payment Amount for commissions is \$10. Commission Earnings are accumulated and held until the minimum payout amount is reached.

Personal Volume (PV) - The total Business Volume of products purchased by a Brand Partner.

Smart Order - Recurring order by a customer or brand partner that will be automatically shipped on a chosen date from the 2nd-21st of the month only if no order has been placed prior to the smart ship date.

Qualifying Rank - Based on the previous month's commission statement "paid as" rank.

Qualifying Volume - Volume from Enrollment Packs used for rank advancement purposes only.

Unilevel Bonus - A monthly bonus that pays on your Group Volume on all Brand Partners up to 8 levels compressed in your Unilevel Placement Tree, based on Paid Rank. The Monthly Unilevel bonus does not include volume that was paid out as a part of the weekly First Order Bonus.

For more Definitions, please see the Purium Policies & Procedures.