



# Comp Plan Version 1.8

**8 Ways to Earn**

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Retail Sales Bonus, Customer Builder Bonus, Fast Start Bonus,  
Sponsor Bonus, Power Play, Payday Accumulator,  
Generation Check Matching Bonus, Lifestyle Bonus

# Welcome! Start off as a Retail Customer, Preferred Customer, or as a Distributor

## Retail Customer

Purchase at wholesale cost from a distributor's website or from a distributor's stock.

## Preferred Customer

Purchase your first and future products at Distributor Pricing by going on a monthly Subscription.

# Becoming a Distributor

## Enroll as a Distributor

Purchase your Business Kit for \$89.00 and agree to our Distributor Terms and Conditions.

## Qualifying for Commissions

Once you have purchased personally or sold one product to a customer, you qualify for Retail Bonus, Sponsor Bonus, and Fast Start Bonus.

## Additional Commissions

Meet your personal qualifying volume each calendar month to qualify for additional Commissions.

# Starting off Right as a Distributor

## Bonus Pro Packages

A Bonus Pro Package can be purchased at any time by a distributor or a customer. A distributor earns 15% in commissions of any Bonus Pro Package that his personally sponsored distributor or customer buys. Total payout for these packages is 50% with the remaining 35% going to Commissionable Volume (CV) to be paid to your upline. These are the lowest priced Packages. These Packages gives you inventory getting people started right away.

## Genealogy Trees

A genealogy tree is a means of tracking relationships between Business Partners. In this Compensation Plan, there are two genealogy trees, the Sponsor Tree and the Placement Tree. When Business Partners join, they will appear in both trees.

### Sponsor Tree

Everyone you personally enroll is positioned directly under you on your first level. When your personally enrolled Business Partner enrolls a Business Partner of their own, that new Business Partner is positioned on their first level, which is your second level. The width of your Sponsor Tree is as wide as the number of Business Partners you have personally enrolled. To be eligible for all bonuses for the higher ranks, you need a minimum of three legs. Your Customers may be considered as one leg for Monthly Payday Accumulator calculations or for Rank calculations.

**The Sponsor Tree is used to calculate the Generation Check Match Bonus.**

## Placement Tree

Unlike the Sponsor Tree, you have the freedom to place your personally sponsored Business Partners anywhere you desire in your downline. There are different reasons why leaders may place newly enrolled Business Partners in different positions of the Placement Tree. These include A) synergy of building a team; B) geographical considerations; C) personal relationship considerations; or D) building to the next rank. Proper placing of new Business Partners in your Placement Tree is important and helps you build a deeper and a more profitable organization. When you personally enroll new team members, you may immediately place them in the Placement Tree or you may place them in the Holding Tank, where you have up to 72 hours to decide where to place them. If you do not place them within the allotted time, the system will automatically place them on the first level of your Placement Tree.

**The Placement Tree is used to determine paid-as-rank and to calculate the Fast Start Bonus, Sponsor Bonus and Payday Accumulator.**

# Qualification and Rank Requirements

## Qualification Requirements

There are two levels of qualification.

Any personal purchase, online retail sale, or preferred customer sale qualifies you as a distributor for that calendar month. This qualifies you for the Retail Sales Bonus, Sponsor Bonus, and Fast Start Bonus.

At 100QV (Qualifying Volume) per calendar month, you are considered a Qualified Distributor, which makes you eligible for all bonus compensation. Qualification is required monthly. QV includes personal purchases, online retail sales and preferred customer sales. No personal purchase is required if your personal customer sales are equal to or greater than 100QV.

## Ranks

Ranks are calculated based on QV in the Placement Tree. You may count 600QV from personal purchases towards the ranks of Manager and below and 1000QV for the ranks of Senior Manager and above. Ranks up to and including Senior Director require two active legs, and Regional Director and above require three active legs.

## Rank Determination Process

Use the following process to determine rank:

1. Calculate total GQV (Group Qualifying Volume) and compare to the chart on the next page for possible rank.
2. Does the QV outside of the largest leg (including personal and customer volume) meet the minimum requirements for that rank? If no, restart with the next lower rank.
3. For ranks of Regional Director and above, does the QV outside of the largest two legs (including personal and customer volume) meet the minimum requirements for that rank? If no, restart with the next lower rank. If yes, you have reached that rank. On the next page are two examples to illustrate calculation of rank.



## Rank Determination Examples

First Example:

You have two legs. The largest leg has 30,000QV, leg 2 has 20,000QV, Personal and Customer volume totals 1,000QV. Take the volumes through the calculation process:

- 1) Total volume of all legs equals 51,000QV. Comparing this to the chart, you may qualify for Director.
- 2) QV outside the largest leg equals 21,000. For the Director rank, the chart shows that 20,000QV is needed. That requirement is met.

Second Example:

Your organization has 4 legs. The largest leg has 120,000QV, leg 2 has 17,000QV, leg 3 has 2,500QV, leg 4 has 300QV, and Personal and Customer volume totals 500QV. Take the volumes through the calculation process:

- 1) The total volume of your organization is 140,300QV. This meets the volume requirement for Senior Director.
- 2) QV outside of the largest leg equals 20,300QV. This does not meet the minimum requirement for Senior Director which should be 40,000.
- 3) We then look at the next lower rank, which is Director. QV outside of the largest leg equals 20,300QV. For the Director Rank, the chart shows that 20,000QV is needed, so the requirement is met. You have reached the rank of Director.

## Rank Chart

Rank	MQV *	Total GQV **	QV Outside Largest Leg	QV Outside Largest 2 Legs
Qualified Distributor	100			
Manager Trainee	100	1,000	400	
Assistant Manager	100	2,000	800	
Manager	100	5,000	2,000	
Senior Manager	100	10,000	4,000	
Regional Manager	100	25,000	10,000	
Director	100	50,000	20,000	
Senior Director	100	100,000	40,000	
Regional Director	100	250,000	100,000	12,500
National Director	100	500,000	200,000	25,000
Presidential Director	100	1,000,000	400,000	50,000
Executive	100	2,000,000	800,000	100,000
Presidential Executive	100	4,000,000	1,600,000	200,000
Presidential Plus	100	10,000,000	4,000,000	500,000
Presidential Premier	100	25,000,000	10,000,000	1,250,000

\* MQV - Member Qualifying Volume (Includes customer purchases)

\*\* GQV - Group Qualifying Volume (Includes yourself and your entire group, including customers)

# Bonuses

## Retail Sales Bonus

You can sell products at retail price by sending people to your replicated website. The company will ship directly to the customer. When your retail customer makes an online purchase, you earn the difference between the wholesale price and the retail price. The difference between your wholesale pricing and what your Retail Customer paid is the Retail Sales Bonus, which is paid weekly.

**Example:** Your Retail Customer places an order of \$140 (\$120 wholesale). You as a Distributor would earn a Retail Sales Bonus of \$20 (\$140-\$120).

## Customer Builder Bonus

In a calendar month, online retail customer QV and preferred customer QV is added together in order to calculate this bonus.

Customer Volume	Customer Builder Bonus
750 QV	\$100
2,500 QV	\$500
5,000 QV	\$1,000

## Fast Start Bonus

For those who are willing to work hard from day one, we will reward you. If you achieve the rank of Assistant Manager within your first 31 days (day 1 is the day after you enroll), you will receive a \$200 bonus. Rank will not be determined by the calendar month for this bonus.

If you achieve the rank of Manager or above within your first 31 days, you will receive a \$500 bonus.

You can earn either the \$200 or the \$500 Fast Start Bonus, not both.

## **Sponsor Bonus**

When your personally enrolled Business Partner or a Customer purchases a Bonus Pro Package, you earn a 15% commission and 35% is paid to your upline in the Payday Accumulator. A Bonus Pro Package can be purchased at any time and any amount of times. The sponsoring Business Partner does not need to have purchased a Bonus Pro Package in order to get paid this commission.

## Power Play

To earn a Power Play, you must have a minimum of 100QV, have 3 personally sponsored Business Partners, each with a minimum of 100QV, and 3 personally enrolled customers (online Retail and/or Preferred) with a combined total of 150QV within a calendar month. You will earn a \$100 bonus and your sponsor will earn a \$50 bonus.

You will earn this bonus each time you run a Power Play. Each Business Partner or Customer used to qualify for a Power Play may not be used for a future Power Play. Once an address is used, it cannot be used for another Business Partner or Customer in the current or future Power Play. If a Customer upgrades to become a Distributor, he/she can only be counted at their current qualification at month's end and that would be a Distributor. They cannot be counted as both a Customer and a Distributor in the calculations.

### **Example:**

Business Partner A sponsors Business Partners B and C and enrolls 2 new Customers in February. In March, Business Partner A sponsors Business Partner D with a minimum of 100QV and Business Partners B and C both meet the 100QV requirement. Only one of the Customers from February makes a purchase in March, but Business Partner A enrolls two more Customers in March. The three Customers combined have at least 150QV in purchases. Business Partner A will receive a \$100 bonus and his/her sponsor will receive a \$50 bonus in March. Business Partners B, C, D, and the 3 Customers used to count towards the Power Play may not be used for future Power Play Bonuses.

## Payday Accumulator

This is a monthly bonus that pays to infinity using the Placement Tree. Calculation is done starting at the bottom of the Placement Tree and accumulating volume flowing upward until it reaches a Business Partner with a qualifying Payday level where it pays out the earned commission. This process is repeated for all Payday levels. As your volume increases, you may qualify for additional Payday levels, depending on the distribution of your volume in your Placement Tree.

For Payday qualifications and payouts, all Personal Customer CV (online Retail and/or Preferred) will be calculated as a leg by itself. For example, if a Business Partner has 2 Business Partner legs and Personal Customers, this would be as if he/she has 3 legs for qualifications and payouts. Personal purchased CV from your own Business Partner account will not be included towards your own Payday qualifications and payouts. On the following page is a chart of the Payday levels, the percentage of CV paid for each level, and the volume requirements to earn the respective Payday levels.



## Payday Accumulator Chart

Payday Levels	Rate	Largest leg Requirement	Total of Small Legs	3rd Leg Minimum
1	8.00%	200	100	
2	8.00%	700	500	
3	7.00%	2,200	1,500	
4	6.00%	4,500	3,000	
5	5.00%	9,000	6,000	
6	5.00%	18,000	12,000	
7	3.00%	40,000	27,000	
8	1.00%	90,000	55,000	6,000
9	1.00%	200,000	125,000	12,000
10	0.50%	400,000	260,000	18,000
11	0.25%	1,000,000	450,000	40,000
12	0.25%	2,000,000	900,000	100,000

## Payday Level 1 Example

Review the Payday Level 1 Chart below. From the bottom of the organization, the volume flows upward and accumulates CV. The first Business Partner from the bottom who qualifies for a Payday payout is Business Partner A (yellow box), who has accumulated 900CV (the highest Payday level qualified for Business Partner A is Payday level 1 because Payday level 2 requires the largest leg of 700CV and the total of the smallest legs of 500CV). Business Partner A does not meet those qualifications.

Once a Payday level is reached, the following process is used to determine the amount to be paid on the Payday level:

1. Add all CV accumulated up through the organization from either the bottom or from the last Business Partner below you earning a Payday payout, whichever is closer.
2. Subtract from the total CV (900CV), the largest leg requirement for the Payday Level (200CV). Then multiply the result (700CV) by the Payday Level 1 rate (8%) resulting in a commission of \$56.

For this example:  $900CV - 200CV = 700CV \times 8\% = \$56$

### Payday Level 1 Example (continued)

3. The largest leg requirement for the Payday level is added to the Business Partner's Personal CV and this total flows upward to the first qualifying Business Partner that is above him/her. For this example, 300CV (200CV + 100CV) flows up from Business Partner A to Business Partner B who is the next qualified Business Partner for a Payday Bonus.

Business Partner B is the next Business Partner who qualifies for a Payday payout.

Business Partner B has a total of 500CV (300CV from Business Partner A + 100CV + 100CV). Run it through the three-step process. He/she qualifies for Payday Level 1 payout, which would earn him/her \$15.

For this example:  $500CV - 200CV = 300CV \times 5\% = \$15$

300CV (200CV +100CV) is passed up from Business Partner B to the next qualified Business Partner.



## Payday Level 4 Example

Using the Payday Level 4 Chart on the next page, each of the Business Partners in yellow has qualified to receive a payout for Payday Level 4. Remember that Payday levels 1-3 would have been paid before Payday level 4 would be processed. To qualify for this Payday Level 4, your largest leg needs to have at least 4,500CV and the total of all your other legs needs to be at least 3,000CV.

Subtract from the total CV (10,000CV) the largest leg requirement for the Payday Level (4,500CV). Then multiply the result (5,500CV) by the Payday Level 4 rate (6%) resulting in the commission of \$330.

For this example:  $10,000CV - 4,500CV = 5,500CV \times 6\% = \$330$

Level 4 commissions of \$330 would be added to the Payday Levels 1-3 commissions for Business Partner A.

Then, the largest leg requirement of Payday Level 4 (4,500CV) is added to Business Partner A's personal CV (1,000CV) and this total (5,500CV) flows upward to the first qualifying Business Partner above him/her. This process is repeated for every Business Partner who qualifies for Payday level 4.



## Generation Check Match Bonus

Business Partners with paid-as-rank of Senior Manager and above qualify for earning a percentage of every Payday payout of all Business Partners in their Sponsor Tree to a maximum of 9 generations deep.

A Generation is defined as a Business Partner with a paid-as-rank of Senior Manager or above, down to the next Business Partner with a paid-as-rank of Senior Manager or above. If a qualifying Business Partner does not have a qualifying Business Partner under him/her, he/she gets paid a percentage of all Payday payouts earned in his/her Sponsor Tree downline. The chart on the next page itemizes the breakdown of generations and percentages.

## Generation Check Match Bonus Chart

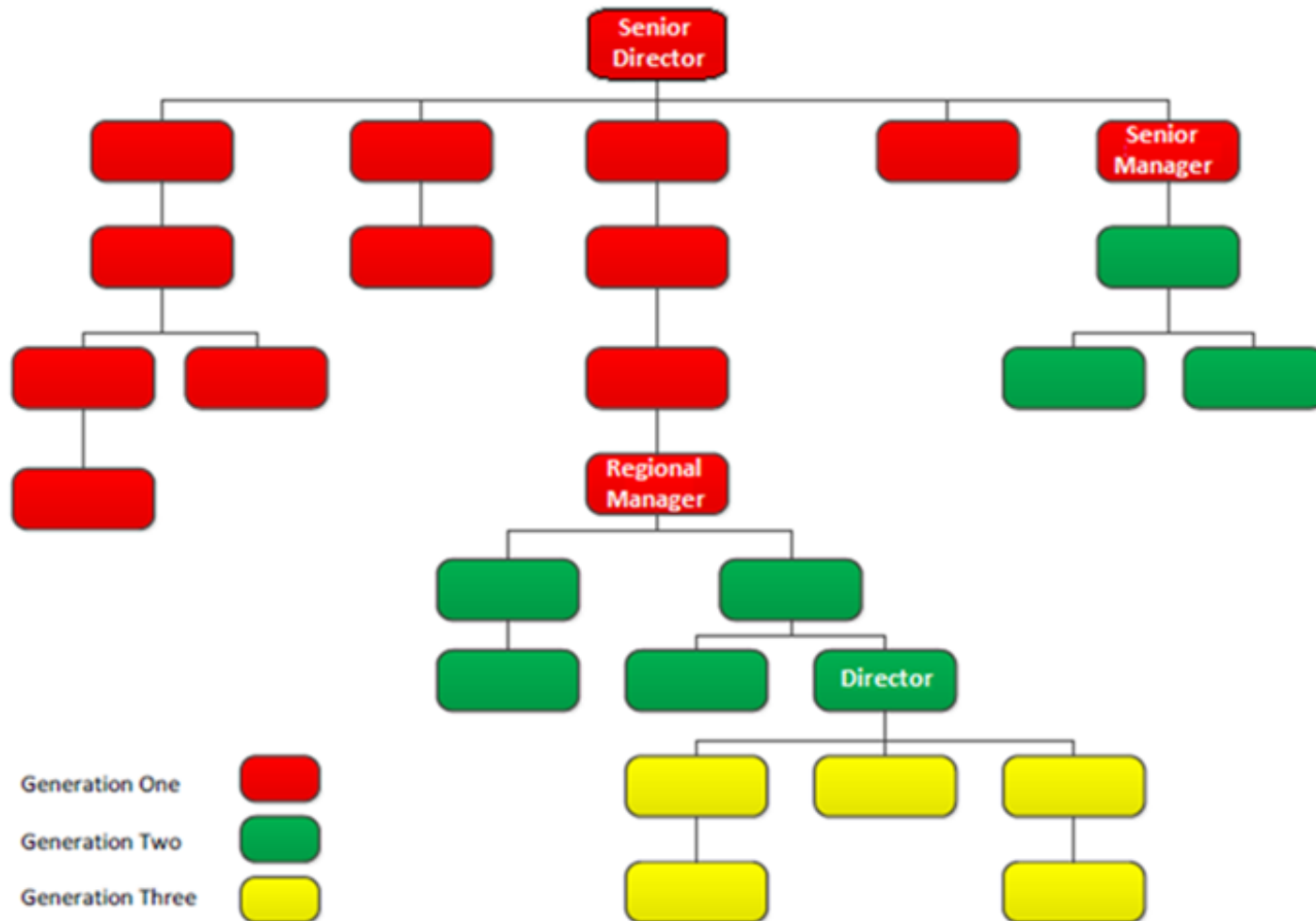
Generations	Senior Manager	Regional Manager	Director	Senior Director	Regional Director	National Director	Presidential Director	Executive	Presidential Executive	Presidential Plus	Presidential Premier
1	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
2	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
3		10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
4			5%	5%	5%	5%	5%	5%	5%	5%	5%
5				5%	5%	5%	5%	5%	5%	5%	5%
6					4%	4%	4%	4%	4%	4%	4%
7						3%	3%	3%	3%	3%	3%
8							2%	2%	2%	2%	2%
9								1%	1%	1%	1%



## Generation Check Match Bonus Example

In the chart on the next page, the Senior Director Rank (at the top) qualifies to be paid on 5 generations (only 3 generations shown in chart). The Business Partners in red are in generation one and the Senior Director would receive 15% of the Payday bonus of each one of the Distributors in red below him/her. The Business Partners in green are in generation two and the Senior Director would receive 10% of the Payday bonus of each one of the Business Partners in green. The Business Partners in yellow are in generation three, and the Senior Director would receive 10% of the Payday bonus of each one of the Business Partners in yellow.

# Generation Check Match Bonus Chart



## Lifestyle Bonus

Starting with the rank of Regional Manager, you may qualify to be paid a monthly bonus of between \$500 and \$10,000.

To qualify for the Regional Manager tier, you need only reach the paid-as-rank of Regional Manager for any two separate months out of a rolling six-month period. To qualify for the Senior Director, National Director, Executive, and Presidential Plus tiers, you must be of the specified paid-as-rank in any three months out of a rolling five-month period. For full details, please see the Lifestyle Bonus rules document in your Backoffice.

### Tier Schedule:

Regional Manager	\$500
Senior Director	\$1,200
National Director	\$2,500
Executive	\$5,000
Presidential Plus	\$10,000

## Celluvation Bonus Schedule

### **Weekly Bonuses**

Retail Sales Bonus  
Fast Start Bonus  
Sponsor Bonus

Weekly bonuses are calculated for the previous Monday-Sunday, based on local Mountain Time in Salt Lake City, Utah.

### **Monthly Commissions/Bonuses**

Customer Builder Bonus  
Power Play  
Payday Accumulator  
Generation Check Match Bonus  
Lifestyle Bonus

### **Incentive Trips**

Business Partners growing their business may be rewarded with incentive trips, which may vary by market. Please check your Backoffice for any current promotion.

## Definitions

**Backoffice** - The secure internet program that allows you to view and control your business. You can view reports about your team, order product, set up new customers, enroll new Business Partners, obtain training, and control your subscription. Customer Backoffices are for ordering only.

**Downline** - All Business Partners in your organization.

**Generation** - A Business Partner who has a paid-as-rank equal to or greater than Senior Manager, down to and including the next Business Partner who has a paid-as-rank equal to or greater than Senior Manager and every Business Partner in between. Generations are determined individually on each Leg.

**Holding Tank** - When you enroll new Business Partners into your organization, you may place them temporarily in a Holding Tank for up to 72 hours. This allows you time to determine where to place them within your Placement Tree. If you fail to place them within the 72-hour period, the new Business Partner will automatically be placed in your first level of the Placement Tree.

**Leg** - The entire group of a Business Partner's individual first-level Business Partners. There can be legs in both the Sponsor Tree and the Placement Tree. If you have three individual Business Partners on your first level, you have three legs.

**Lifetime Rank** - The highest rank you have achieved.

**Paid-as-Rank** - The rank at the time of any bonus or commission pay period. This rank will vary depending on your team volume. You can find your paid-as-rank in your Backoffice associated with each commission detail.

**Retail Customer** - A customer who purchases his/her product one order at a time. Products can be ordered by directly contacting the Business Partner, by calling customer service, or by ordering online.

**Preferred Customer** - A customer who sets up their product orders on a monthly subscription. This also entitles them to a discount on their product purchase.

**Subscription** - An order set up by a Business Partner or Preferred Customer, that will be paid for and shipped monthly. Once set up, the subscription will be conveniently processed without any further action required. There are multiple options to select from, and available products vary by market. Subscription orders can be set up through the Backoffice or by contacting customer service.

## **Abbreviations:**

**CV** (Commissionable Volume) - Volume assigned to products. Most products will be 1 CV = 1 USD.

**GQV** (Group Qualifying Volume) - A Business Partner's total volume, which includes all the CV in their Placement Tree as well as their personal purchases, their online retail sales, and their Preferred Customer sales.

**MQV** (Member Qualifying Volume) - Minimum volume (100CV) required to get maximum commissions (includes Customer purchases).

**QV** (Qualifying Volume) - Total Commissionable Volume in a leg used to determine Rank.