

# COMPENSATION PLAN

purium

APRIL 2017

Three Amazing  
**TRIPS**  
Built into  
the Plan

Simple & Lucrative  
**GIVE \$50/GET \$50**  
Upfront Payout

**LARGEST**  
**CASH BONUSES**  
In the Industry



## Purium Health Products is Growing Fast

Make REAL MONEY promoting REAL FOOD

# WEEKLY COMPENSATION

WEEKLY PERIOD: SATURDAY-FRIDAY AT 11:59 PM CENTRAL EVERY WEEK



Enroll a new Customer or Member with a Core3 Get Started Pack (Daily Core3, 10-Day Transformation or 10-Day Athlete)...  
Earn \$50! **Yes, it's that simple!**

**GIVE**



**GET**



You must be an Active Purium Member to participate.

The Give \$50 / Get \$50 Program payout INCLUDES (and is not in addition to) the First Order Bonus Compensation.



The \$50 bills fly even faster when you enroll a new Member with a Platinum or Launch Pack

## NEW MEMBERS ENROLLED IN A WEEK

	1st PER WEEK	2nd PER WEEK	3rd PER WEEK	4th PER WEEK	5+ PER WEEK
Platinum Pack	\$150	\$150	\$200	\$200	\$250
Launch Pack	\$250	\$250	\$300	\$300	\$350

Gold Packs pay out \$75 for the first and second sold in a week, \$100 for the third and fourth sold in a week, and \$125 for the fifth and beyond in a single week. The Gold Rush Promotion payouts INCLUDE (and are not in addition to) the First Order Bonus Compensation.

**EXAMPLE:** 440BV Platinum Pack Enrollment x 25% First Level, First Order Bonus = \$110.

This \$110 is included in the \$150+ payout, so the promotional payout is an extra \$40+.





# WEEKLY COMPENSATION

WEEKLY PERIOD: SATURDAY THROUGH FRIDAY 11:59 PM CENTRAL EVERY WEEK

RETAIL  
PROFIT

Up to 15%  
**MEMBER**

Up to 30%  
**PLC Member**  
(Back-Up Order of 50+ BV)

Up to 45%  
**HEALTH PROFESSIONAL**  
(See definition on Page 6)

Members, Purium Lifestyle Club Members & Health Professionals receive the “spread.”  
between their prices and the prices of their Customers. This commission is paid weekly.

QUALIFICATIONS	Member	A Associate	B Builder	C Consultant	D Director	E 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
	0	50	50	50	50	50	100	100	100	100	100	200	200	200	200	200	200	200
PERSONAL VOLUME (Includes Customers)	0	50	50	50	50	50	100	100	100	100	100	200	200	200	200	200	200	200
PERSONALLY-ENROLLED ACTIVE ASSOCIATES *Plus “Structure” as shown on bottom of this page	0	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	0	300	1k	2.5k	6k	15k	30k	50k	75k	100k	150k	200k	300k	400k	500k	750k	1M
FIRST ORDER BONUS Including: Gold / Platinum/Launch Pick Enrollment Packs. Does not apply to Professional Orders	LEVEL 1	25%	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%	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%

STRUCTURE

<b>Diamond</b> 3 Consultant Legs	<b>Green Diamond</b> 3 Director legs	<b>Blue Diamond</b> 3 Executive legs	<b>Black Diamond</b> 1 Diamond Leg + 2 Executive legs	<b>Red Diamond</b> 2 Diamond legs + 1 Executive leg
<b>Crown</b> 1 Blue Diamond leg + 2 Diamond legs or 50% rule	<b>2-Star Crown</b> 2 Blue Diamond legs + 1 Diamond leg or 50% rule	<b>3-Star Crown</b> 3 Blue Diamond legs or 50% rule	<b>4-Star Crown</b> 4 Blue Diamond legs or 50% rule	<b>5-Star Crown</b> 5 Blue Diamond legs or 50% rule
<b>Royal Crown I</b> 3 Crown legs no 50% rule	<b>Royal Crown II</b> 3 Crown legs no 50% rule			

# MONTHLY RESIDUAL COMPENSATION

QUALIFICATIONS		Member	A Associate	B Builder	C Consultant	D Director	E 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
PERSONAL VOLUME (Includes Customers)		0	50	50	50	50	50	100	100	100	100	100	200	200	200	200	200	200	200
PERSONALLY-ENROLLED ACTIVE ASSOCIATES (* Structure)		0	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	0	300	1k	2.5k	6k	15k	30k	50k	75k	100k	150k	200k	300k	400k	500k	750k	1M
UNILEVEL  Includes all Retail and Premier Customer orders. Includes all US/Canada and PLC Member orders. BV Cap on ranks Builder-Executive. (See "Glossary of Terms" on Page 6 for details)	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%
	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%
	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	INFINITY	INFINITY	INFINITY	INFINITY	INFINITY	INFINITY	INFINITY
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%	10%
	GEN 3	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	5%	5%	10%	10%	10%	10%	10%
	GEN 4	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	10%	20%

# MONTHLY POOLS & LIFESTYLE INCOME

## ACHIEVEMENT BONUS

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. New Members have 2+ Months to meet the Consultant qualification. This means the new Member has 2 complete months PLUS the month in which he/she enrolls to achieve this bonus. 3 complete months PLUS the month in which he/she enrolls to achieve Director. 4 complete months PLUS the month in which he/she enrolls to achieve Executive.

**\$50**  
Within 2+ Months  
Consultant

**\$100**  
Within 3+ Months  
Director

**\$200**  
Within 4+ Months  
Executive

**\$500**  
Diamond Achievement Bonus  
NO TIME LIMIT!

**\$50**  
Consultant  
Match

**\$100**  
Director  
Match

**\$200**  
Executive  
Match

## LIFESTYLE BONUS

### The BIGGEST monthly cash bonuses in the industry!

#### 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 PLC Members with at least 100 PV each during the month.

#### 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.

**\$300**  
PER MONTH  
Diamond

**\$600**  
PER MONTH  
Green Diamond

**\$1200**  
PER MONTH  
Blue Diamond

**\$1800**  
PER MONTH  
Black Diamond

**\$2500**  
PER MONTH  
Red Diamond

**\$3000**  
PER MONTH  
Crown

**\$4000**  
PER MONTH  
2-Star Crown

**\$5000**  
PER MONTH  
3-Star Crown

**\$7500**  
PER MONTH  
4-Star Crown

**\$10,000**  
PER MONTH  
5-Star Crown

**\$10,000**  
PER MONTH  
Royal Crown I

**\$10,000**  
PER MONTH  
Royal Crown II

## 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.

- 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 PLC Members with at least 100 PV each during the month.

1%

1 SHARE  
Diamond

2 SHARES  
Green Diamond

3 SHARES  
Blue Diamond

1%

1 SHARE  
Black Diamond

2 SHARES  
Red Diamond

## 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.

- 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.

3%

1 SHARE  
Crown

2 SHARES  
2-Star Crown

3 SHARES  
3-Star Crown

4 SHARES  
4-Star Crown

5 SHARES  
5-Star Crown

5 SHARES  
Royal Crown I

5 SHARES  
Royal Crown II

## TRIPS



### Diamond Trip: Long Beach, CA

Visit the Real Food Revolution headquarters- the Purium manufacturing facility and home office. Meet Purium Owners, Dave Sandoval and Amy Venner. This trip for two includes a tour, Diamond training, special excursion, a room, food and more!

**Airfare not included. 3 days / 2 nights**



## TRIPS



### Blue Diamond Retreat: Native Springs Oasis

Purium Owner Dave Sandoval opens up his 160-acre Retreat so you can enjoy a complete wellness experience we call a "detox-a-vacation". Healthy food, stimulating activities and impactful education make this a Dream Retreat you won't find anywhere else. This trip includes airfare, ground transportation, a room, food, excursions and more! **4 days / 3 night**



## TRIPS



### Crown Trip: New location to be determined each year

Each year, we take qualifying Crowns to a different gorgeous locale offering 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/nights with like-minded entrepreneurs on a luxurious dream vacation?

**Includes airfare / 5 nights of lodging.**



# PURIUM INCOME DISCLOSURE STATEMENT FOR 2015

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
<b>A</b>	Associate	77.54%	40.917%	18,144.37	5.79	0.00	18,144.37	<b>539.34</b>	120.00	148	15	1
<b>B</b>	Builder	11.57%	29.659%	18,585.40	93.63	0.00	18,585.40	<b>798.64</b>	120.00	148	19	1
<b>C</b>	Consultant	6.12%	16.462%	33,502.25	308.80	0.00	33,502.25	<b>1,786.49</b>	123.70	144	18	1
<b>D</b>	Director	2.64%	6.943%	43,530.98	882.79	0.00	43,530.98	<b>3,580.70</b>	333.25	150	18	1
<b>E</b>	Executive	1.27%	3.562%	81,985.14	2,399.02	0.00	81,985.14	<b>8,676.87</b>	264.23	150	22	1
	Diamond	0.46%	1.356%	89,863.04	8,493.15	0.00	89,863.04	<b>19,797.92</b>	8,473.84	148	28	3
	Green Diamond	0.16%	0.417%	103,303.15	14,820.64	670.45	103,303.15	<b>34,286.72</b>	22,320.74	140	25	2
	Blue Diamond	0.06%	0.171%	148,641.07	46,464.20	26,286.00	148,641.07	<b>65,004.22</b>	49,583.23	72	27	8
	Black Diamond	0.06%	0.171%	204,484.91	74,907.33	22,737.03	204,484.91	<b>74,907.33</b>	22,737.03	39	29	13
	Red Diamond	0.05%	0.146%	216,927.60	126,223.78	79,426.35	216,927.60	<b>126,223.78</b>	79,426.35	144	34	12
	Crown	0.03%	0.085%	212,395.31	148,714.24	124,523.11	212,395.31	<b>148,714.24</b>	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	<b>223,348.33</b>	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	<b>294,365.54</b>	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	<b>380,422.17</b>	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	<b>468,980.05</b>	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 Members have 50 BV of personal group volume in a monthly commission period.

**Back Up Order** - A Back-Up Order is a monthly recurring order set-up by a Member which releases on the 21st of every month if a Member chooses not to purchase product orders totaling at least 50 BV by 11:59 PM Central time on the 20th of the month. An active Back-Up Order of 50 BV or more automatically qualifies a Member to be a PLC Member.

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

**Business Volume (BV) Cap** - Limits the amount of Unilevel volume and Professional volume paid to the ranks of Builder-Executive. All volume above the cap flows up to the next qualified person above:  
 Builder Cap: 2000 GV  
 Consultant Cap: 5000 GV  
 Director Cap: 12,000 GV  
 Executive Cap: 30,000 GV

**Compression (aka Dynamic Compression)** - Dynamic Compression occurs when a Member fails to meet the required qualifications for receiving a bonus. The non-qualifying Member (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 Members.

**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.

**Health Professional** - A Distributor who has provided a copy of their Health Professional license or certification - which has been approved by Purium Corporate - and has placed a first time qualifying order of 500BV.

**Level 1 - 10% (Associates and above)**  
**Level 2 - 5% (Builders and above)**  
**Level 3 - 5% (Consultants and above)**  
**Level 4 - 5% (Directors and above)**

To maintain their Health Professional Membership, Health Professionals must have an accumulated Personal Volume of 500 BV every 3 months after enrolling as a Health Professional. If they do not maintain this volume requirement, they will be switched to Purium Lifestyle Club Member (if they have a 50 BV monthly Back Up order on file) or Member (if they do not have a 50 BV monthly Back Up order on file). In order to re-qualify as a Health Professional if they are switched, they must submit another re-qualifying order of 500 BV. See Policies & Procedures for full definition.

**Infinity Bonus** - There are two categories of infinity bonuses. The **Green Diamond Infinity Bonus** is a 2% commission that begins on the 9th Level and goes down an infinite number of levels (all the way to the bottom of your group) unless "blocked" by another Green Diamond. This means you could earn 2% commissions on an order on your 10th level, 20th level, even 100 levels down in your business. If there is another Green Diamond in your group, then you will receive the 2% payout on the 9th Level and then down to the 9th level of the Green Diamond in that leg. If the Green Diamond is on your first level, then you will receive the 2% bonus only on your 9th Level in that leg.

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 Member and/or their Personal Group within a given month.

**Purium Lifestyle Club (PLC) Member** - An individual or business entity that purchases a Purium Member Starter Kit or Enrollment Pack and becomes authorized to sell Purium products and services, participate in the Purium Compensation Plan, and sponsor new Members and Professionals into Purium anywhere within the United States, Canada and other countries where Purium does business within the guidelines of Purium's Policies and Procedures. Purium Lifestyle Club Members have an Active Back-Up Order of 50 BV on file and therefore qualify for extra benefits which include: Discounted flat rate shipping - \$9.95 in the Continental US, \$14.95 to HI and AK, and \$24.95 to Canada and access to the monthly specials. Purium Lifestyle Club Members are eligible to receive up to 30% Retail Profit on their Customers plus receive up to a 30% discount.

If a Purium Lifestyle Club Member cancels their Back-Up Order, they will automatically be switched to a standard Member and no longer get the added benefits of a Purium Lifestyle Club member.

**Unilevel Bonus** - A monthly bonus that pays on your Group Volume on all Members and Customers 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.



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