

AUGUST
2020



purium



THE POWER OF AFFILIATE MARKETING COMBINED
WITH THE POTENTIAL OF RESIDUAL INCOME

\$50 GIFT CODES · FAST START CASH BONUSES · RANK ADVANCING INCENTIVES
· PROFIT SHARING POOLS · LIFESTYLE BONUSES UP TO \$10,000 PER MONTH

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 code. 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 receive a 25% discount.
- Customers who order less frequently than every month, receive 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.

K CLUB BONUSES: Brand Partners earn **\$50** extra for every \$1000 in customer purchases on a monthly basis.

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 codes reduce Customer price by \$50 and BV by 40 points.



All Customers and Brand Partners who order products will earn Rewards Points that can be redeemed for future product purchases. See iShopPurium.com for more information on this unique program that helps keep your Customers coming back for more, and helps you earn more!

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

BRAND PARTNER PROGRAM

ENROLL & UPGRADE BRAND PARTNERS TO EARN MORE COMMISSION

The faster you start and duplicate, the more bonuses you earn. And, the higher you rank, the more residual income you will make. We offer a few special promos to help you achieve both!

Pay periods:

Weekly Commission: Saturday through Friday 11:59 pm central

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

FAST START BONUSES (MONTHLY)

When you Enroll or Upgrade, you have the chance to earn up to \$1,500 in cash bonuses by going FAST! Achiever must be an active Smart Order of 50 BV and meet the minimum requirements within the time frames outlined in the graphic.

FAST START MATCHING BONUSES (MONTHLY)

When you Enroll a new Brand Partner and help them "go FAST, you earn a Matching Bonus when they achieve the ranks in the Fast Start timeline! You, the Enroller, must have an active Smart Order of 50 BV minimum and be qualified at the same or higher rank than the bonus achievement.

Consultant	 \$100 Consultant Achiever (10 days)	Director	 \$400 Director Achiever (1+ months)	Executive	 \$1,000 Executive Achiever (2+ Months)
	\$100 Consultant Match		\$400 Director Match		\$1,000 Executive Match

Note: Any manipulation of the accepted ordering and enrolling procedures, including "Bonus Buying," enrolling "Multiple Positions" or "obvious Placement for the purchase of rank advancement" may void the Bonuses and could be grounds for more severe penalties. This is a lucrative promotion incentivizing new business volume from legitimate Customers and Brand Partners acquired in a rapid prospecting effort.

C

CONSULTANT

ACHIEVEMENT IN 10 DAYS

\$100

- Timeframe:** 10 Days
- Personal Volume:** 50 BV on Smart Order
- Enrolled:** 2 ACTIVE Brand Partners and/or Customers
- Group Volume:** 1000 GV (Enroller Tree)
- You have 10 full days to get 1000 GV (Enroller Tree) and 2 AE
 - The 10 full days can span over 2 Calendar months
 - The Consultant F.A.S.T. Start Bonus is the only exception to not having to qualify within the calendar month

D

DIRECTOR

ACHIEVEMENT IN 1+ MONTH*

\$400

- Timeframe:** 1+ Month (the month you enrolled/upgraded + 1 full month)
- Personal Volume:** 50 BV on Smart Order
- Enrolled:** 3 ACTIVE Brand Partners and/or Customers
- Group Volume:** 2500 GV (Enroller Tree)
- You have the month that you enroll and one full month after to get 2,500 GV and 3 AE
 - Your Volume (Personal & Group) resets every month
- Ex: If you enroll in January and don't achieve Director by January 31, then Volume resets February 1 and you have until the end of February to achieve Director.

E

EXECUTIVE

ACHIEVEMENT IN 2+ MONTHS *

\$1000

- Timeframe:** 2+ Months* (the month you enrolled/upgraded + 2 full months)
- Personal Volume:** 50 BV on Smart Order
- Enrolled:** 4 ACTIVE Brand Partners and/or Customers
- Group Volume:** 6000 GV (Enroller Tree)
- You have the month that you enroll and TWO months after to get 6,000 GV and 4 AE
 - Your Volume (Personal & Group) resets every month
- Ex: If you enroll in January and don't achieve Executive by January 31, then Volume resets February 1; if you don't achieve in February, then Volume resets March 1 and you have until the end of March to achieve Executive.

- Smart order (50 BV min.) required for FAST Start Bonuses and Matching Bonuses
- F.A.S.T. Start Bonuses follow the Enroller Tree (not the Placement Tree).

COMPLIMENTARY ENROLLMENT & UPGRADES

For best business success, easily Enroll or Upgrade new Brand Partners for free when they purchase one of these options or other qualified options. Complimentary enrollment packs are subject to change.

Customers can Upgrade in their iShopPurium.com account, by clicking the "Upgrade" button. If they don't already have a Purium account, they can enroll at PuriumEnrollment.com.



ULTIMATE LIFESTYLE TRANSFORMATION (ULT)

60 meals and superior gut health with Ultimate Lifestyle Transformation.



DAILY CORE 4

30 meals and superior gut health with Daily Core 4.

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

SPECIAL BRAND PARTNER PROMOS UNTIL DEC. 31, 2020

FROM EXTRA QV POINTS TO DIAMOND BONUSES,
RANK ADVANCING IS SIMPLE & FUN!

ULTIMATE BUSINESS TRANSFORMATION (UBT)

ACCELERATE YOUR RANK ADVANCEMENTS

Every week, Enroll or Upgrade 3 new people with a Launch Pack and Smart Order with minimum of 50BV and get 500 BONUS Points added to your Group Qualifying Volume (GQV) that Friday! Enroll 10 by the end of the month and you will get 1000 BONUS points added towards your GQV. This bonus boost in GQV can accelerate your rank achievement goals! We call these extra points, UBT Points!

- Enroller AND new Brand Partner must have an active Smart Order on file with 50 BV or more
- Weekly: Upgrade or enroll 3 new Brand Partner with Launch Packs
- Monthly: Upgrade or enroll 10 new Brand Partner with Launch Packs
- For Weekly 500 GQV Bonus Points: Week closes and points added Friday night at midnight Central time
- For Monthly 1000 GQV Bonus Points: Month closes and points added last day of month at midnight Central time
- Weekly points are added to the month in which the week ends. (Example week of 8/29-9/4 the points are awarded in September)
- Check Back Office Dashboard to see UBT Enrollees
- Every week is a new opportunity; if you miss one week, it has no impact on the following week
- Basic Packs, Non-profits, Beauty & Wellness & Influencer enrollments are not counted toward the promo

DIAMOND BRILLIANCE



FAST START DIAMOND ACHIEVEMENT (MONTHLY)

Achieve Fast Start Diamond (within 3+ months of enrollment date) and earn a \$1000 Fast Start bonus and an invitation to the January Virtual Diamond event. Promo is for all Brand Partners that enrolled/upgraded during the UBT. See Timeline and requirements to the right:

- You have the month that you enroll and THREE months after to get 15,000 GV, 6 AE, and 3 Consultant Legs
- Your Volume (Personal & Group) resets every month
- Your AE resets every month
- Your Consultant legs reset every month

NOTE: There is NO MATCHING BONUS on this special promo.



ACHIEVEMENT IN 3+ MONTHS

\$1000

Timeframe: 3+ Months (the month you Enrolled/Upgraded + 3 full months)

Personal Volume: 100 BV

Enrolled: 6 ACTIVE Brand Partners and/or Customers

Group Volume: 15,000 GV (Enroller Tree)

Structure: 3 Consultant Legs

Smart Order: 50 BV

ENROLLED: **ACHIEVE DIAMOND BY:**

MAY 2020	AUGUST 31, 2020
JUNE 2020	SEPTEMBER 30, 2020
JULY 2020	OCTOBER 31, 2020
AUGUST 2020	NOVEMBER 30, 2020
SEPTEMBER 2020	DECEMBER 31, 2020
OCTOBER 2020	JANUARY 31, 2021
NOVEMBER 2020	FEBRUARY 28, 2021
DECEMBER 2020	MARCH 31, 2021



DIAMOND ACHIEVEMENT BONUS (MONTHLY)

If you are past the Fast Start period, and have not yet reached the rank of Diamond, you can participate too! Achieve the rank of Diamond or higher and earn a \$500 bonus and an invitation to the January Virtual Diamond Event.



RANK & RUN BONUS (MONTHLY)

Rank advance to Diamond or higher, hold the rank (or advance) for 3 consecutive months and earn a \$500 one time bonus in the 4th month. This bonus can be combined with achievement bonuses 1 or 2 above. Example: achieve Diamond in August, hold Diamond in September and October and receive a \$500 bonus November 15th. This promo is open to all ranks, Diamond and above.






















IMPORTANT PROMO DETAILS APPLY

- Promotion valid from 8-1-2020 through 12-31-2020
- Must qualify August 1 – December 31, 2020
- No Matching Bonuses paid on Fast Start Diamond Achievement, Diamond Achievement or Rank & Run Bonus.
- Must achieve Diamond or rank advance above Diamond by December 31, 2020 to be eligible for Rank & Run Bonus.
- All bonuses above are paid monthly after achievement
- One time \$500 payout on Rank and Run Bonus
- Rank & Run Bonus open to Diamond, Colored Diamond and Crown rank advancers
- Rank & Run Bonus can only be achieved once.

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%

*This is paid on order subtotal not BV.

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

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%	
	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%	5%	
	LEVEL 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%	
	LEVEL 7	↑	↑	↑	↑	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%	
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	
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%	

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

MORE BONUSES, POOLS & LIFESTYLE INCOME

LEADERSHIP CODED BONUS (Weekly)

Some may earn a Leadership Coded Bonus when they enroll someone new with a \$199 Launch Pack (must pay full price of Launch Pack). Total payout: \$120, split 1-5 ways in a team. Active Enroller ALWAYS gets paid. Complimentary enrollments are excluded.

QUALIFYING RANK PREVIOUS MONTH	PERSONALLY ENROLLED PAYOUT	GENERATIONAL PAYOUT PAID INFINITE LEVELS	
CROWN	\$120	\$20	Paid every time a Red Diamond, Black Diamond and Blue Diamond team enrolls a Brand Partner with a Launch Pack.
BLUE DIAMOND	\$100	\$20	Paid every time a Green Diamond and Diamond team enrolls a Brand Partner with a Launch Pack.
DIAMOND	\$80	\$20	E Paid every time an Executive team enrolls a Brand Partner with a Launch Pack.
EXECUTIVE	\$60	\$20	D, C, B, A Paid every time a Director, Consultant, Builder and Associate team enrolls a Brand Partner with a Launch Pack.
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 Leadership Coded Bonuses and 50 QV.

ACHIEVEMENT BONUS (Monthly)

For those who do not achieve FAST Start Bonuses within the required time frame, Achievement Bonuses are available as Brand Partners move through the ranks. These are INSTEAD OF (and not in addition to) FAST Start Bonuses and do not include Matching Bonuses for the upline Enroller.



Note: Any manipulation of the accepted ordering and enrolling procedures, including "Bonus Buying," enrolling "Multiple Positions" or "obvious Placement for the purchase of rank advancement" may void the Bonuses and could be grounds for more severe penalties. This is a lucrative promotion incentivizing new business volume from legitimate Customers and Brand Partners acquired in a rapid prospecting effort.

LIFESTYLE BONUSES (Monthly)

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.

\$300 PER MONTH Diamond	\$600 PER MONTH Green Diamond	\$1200 PER MONTH Blue Diamond	\$1800 PER MONTH Black Diamond	\$2500 PER MONTH Red Diamond
\$3,000 PER MONTH Crown	\$4,000 PER MONTH 2-Star Crown	\$5,000 PER MONTH 3-Star Crown	\$7,500 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			

PROFIT SHARING POOLS (Monthly)

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.

1%			1%	
1 SHARE Diamond	2 SHARES Green Diamond	3 SHARES Blue Diamond	1 SHARE Black Diamond	2 SHARES Red Diamond











PROFIT SHARING (Monthly)

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%						
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	5 SHARES Royal Crown II

PURIUM INCOME DISCLOSURE STATEMENT

Paid Rank	Percent of all Affiliates	Percent of active Affiliates	2015-2018 Annual Income for all Affiliates (U.S. Dollars)			Months to Achieve Paid Rank		
			High	Average	Low	High	Average	Low
A Associate	32.81%	14%	7,155.00	417.00	120.00	70	2	1
B Builder	30.28%	34%	27,598.00	717.00	120.00	59	2	1
C Consultant	17.05%	24%	32,267.00	1,834.00	132.00	64	3	1
D Director	9.37%	13%	45,217.00	4,028.00	277.00	56	4	1
E Executive	6.31%	9%	87,080.00	9,875.00	1,597.00	64	6	1
 Diamond	1.94%	3%	115,781.00	26,027.00	7,834.00	75	7	1
 Green Diamond	0.92%	1%	139,827.00	46,592.00	12,795.00	47	10	1
 Blue Diamond	0.21%	0%	79,797.00	60,396.00	32,463.00	47	13	1
 Black Diamond	0.37%	1%	196,630.00	91,635.00	53,040.00	47	12	1
 Red Diamond	0.32%	0%	254,498.00	146,028.00	64,700.00	40	11	2
 Crown	0.17%	0%	322,535.00	202,959.00	152,407.00	27	13	4
 2-Star Crown	0.09%	0%	397,179.00	288,046.00	198,552.00	58	16	5
 3-Star Crown	0.07%	0%	486,760.00	390,359.00	259,089.00	30	18	9
 4-Star Crown	0.06%	0%	495,888.00	408,847.00	351,720.00	56	23	9
 5-Star Crown	0.03%	0%	518,908.00	437,870.00	390,446.00	10	10	10

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 between 2015-2018. An "active Affiliate" is defined as an Affiliate who earned at least \$10 of commission between 2015-2018. Affiliates who were inactive in 2015-2018 accumulated less than \$10 of commission per year. The average annual income for all active Affiliates between 2015-2018 was \$1,411.52. Between 2015-2018, 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 Affiliate 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.

Actively Enrolled (AE) - Personally Enrolled Active Brand Partners and/or Customers with a 50 BV order in the month.

Brand Partner - A person, business entity or non-profit organization that has enrolled into Purium and has the right to earn income.

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 team 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, FAST Start Matching Bonuses and Lifestyle Bonuses) in an effort to maximize payout to qualified Brand Partners.

Customer Bonus K Clubs - Every \$1000 ordered by your Customers within a calendar month 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.

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.

Ultimate Business Transformation (UBT) - A special promo that gives extra Group Qualifying Value (GQV) Points for enrolling and upgrading new Brand Partners with a Launch Pack in a set timeframe. Enroller and Enrollee must have a Smart Order with 50BV minimum.

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.