

AUGUST  
2019



purium



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

\$50 GIFT CODES · CODED BONUSES · FAST START CASH BONUSES

3 AMAZING TRIPS · 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 orders products will earn Rewards Points that can be redeemed for future produce purchases. See [iShopPurium.com](http://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






## WEEKLY COMPENSATION

Weekly period: Saturday through Friday 11:59 pm central

### LEADERSHIP CODED BONUS

For enrolling Brand Partners with a Launch Pack and a Juice Bar of the Future vending machine

**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	  	Paid every time a Red Diamond, Black Diamond and Blue Diamond team enrolls a Brand Partner with a Launch Pack or a Juice Bar
BLUE DIAMOND	\$100	\$20	 	Paid every time a Green Diamond and Diamond team enrolls a Brand Partner with a Launch Pack or a Juice Bar
DIAMOND	\$80	\$20	E	Paid every time an Executive team enrolls a Brand Partner with a Launch Pack or a Juice Bar
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 or a Juice Bar
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 or QV beyond the payout of the product order.

### JUICE BAR OF THE FUTURE






















QUALIFYING RANK PREVIOUS MONTH	PERSONALLY ENROLLED PAYOUT		GENERATIONAL PAYOUT	
	JUICE BAR MACHINE + 1 SET OF POWDERS	JUICE BAR MACHINE + 2 SET OF POWDERS	JUICE BAR MACHINE + 1 SET OF POWDERS	JUICE BAR MACHINE + 2 SET OF POWDERS
CROWN	\$925	\$1,150	\$75	\$100
BLUE DIAMOND	\$850	\$1,050	\$75	\$100
DIAMOND	\$775	\$950	\$75	\$100
EXECUTIVE	\$700	\$850	\$75	\$100
ENROLLER	\$625	\$750		

\*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%

\*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%	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%	2%
							↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
							INFINITY	.....	INFINITY	.....	INFINITY	.....	INFINITY	.....	INFINITY	.....	INFINITY	.....	
MATCHING BONUSES		GEN 1					10%	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%	10%
		GEN 3					↑	↑	↑	↑	↑	5%	5%	10%	10%	10%	10%	10%	10%
		GEN 4					↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	10%	20%

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

# MONTHLY POOLS & LIFESTYLE INCOME

## FAST START BONUS & FAST START MATCHING BONUS

Earn up to \$1,500 in cash bonuses by going FAST! Plus, earn \$1,500 in matching bonuses every time you help someone go FAST! Achiever must meet requirements within the time frames outlined in the graphic and enroller must be qualified at the same or higher rank than the bonus achievement. 1+ month = 1 full month + month of enrollment.

		
<b>\$100</b> Consultant Achiever (10 days)	<b>\$400</b> Director Achiever (1+ months)	<b>\$1,000</b> Executive Achiever (2+ Months)
Consultant	Director	Executive
<b>\$100</b> Consultant Match	<b>\$400</b> Director Match	<b>\$1,000</b> Executive Match
<b>\$50</b> Consultant	<b>\$200</b> Director	<b>\$500</b> Executive

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.

## ACHIEVEMENT BONUS

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.

## 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.

<b>\$300</b> PER MONTH  Diamond	<b>\$600</b> PER MONTH  Green Diamond	<b>\$1200</b> PER MONTH  Blue Diamond	<b>\$1800</b> PER MONTH  Black Diamond	<b>\$2500</b> PER MONTH  Red Diamond
<b>\$3,000</b> PER MONTH  Crown	<b>\$4,000</b> PER MONTH  2-Star Crown	<b>\$5,000</b> PER MONTH  3-Star Crown	<b>\$7,500</b> PER MONTH  4-Star Crown	<b>\$10,000</b> PER MONTH  5-Star Crown
<b>\$10,000</b> PER MONTH  Royal Crown I	<b>\$10,000</b> PER MONTH  Royal Crown II			

## PROFIT SHARING POOLS

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

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

# 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 have a new Crown, 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. When we have 5 new Crowns after August 2019, our next Crown Trip will be in Costa Rica!

**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 completed.

Paid Rank	Percent of all Affiliates	Percent of active Affiliates	2015-2018 Annual Income for all Affiliates (U.S. Dollars)			2015-2018 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 Associates have 50 BV of personal volume in a monthly commission period.

**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, Achievement 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.

**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.**