

COMPENSATION PLAN

PURIUM

APRIL 2016

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

Three Amazing
TRIPS
Built into
the Plan

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 10-Day Transformation or a Core3 Get Started Pack... 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 Gold Pack, Platinum Pack or Launch Pack

NEW MEMBERS ENROLLED IN A WEEK

	1st PER WEEK	2nd PER WEEK	3rd PER WEEK	4th PER WEEK	5+ PER WEEK
Gold Pack	\$75	\$75	\$100	\$100	\$125
Platinum Pack	\$150	\$150	\$200	\$200	\$250
Launch Pack	\$250	\$250	\$300	\$300	\$350

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 Professional receive the "spread."

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 <small>*Plus "Structure" as shown on bottom of this page</small>	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 <small>Including: Gold / Platinum / Launch Pack Enrollment Packs. Does not apply to Professional Orders</small>	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

Diamond 3 Consultant Legs	Green Diamond 3 Director legs	Blue Diamond 3 Executive legs	Black Diamond 1 Diamond Leg + 2 Executive legs	Red Diamond 2 Diamond legs + 1 Executive leg
Crown 1 Blue Diamond leg + 2 Diamond legs or 50% rule	2-Star Crown 2 Blue Diamond legs + 1 Diamond leg or 50% rule	3-Star Crown 3 Blue Diamond legs or 50% rule	4-Star Crown 4 Blue Diamond legs or 50% rule	5-Star Crown 5 Blue Diamond legs or 50% rule
Royal Crown I 3 Crown legs no 50% rule	Royal Crown II 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	200	
PERSONALLY-ENROLLED ACTIVE ASSOCIATES (+ Structure)	0	0	1	2	3	4	6*	6*	6*	6*	6*	12*	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 <small>Includes all Retail and Premier Customer orders. Includes all US/Canada and PLC Member orders.</small>	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%	3%	
INFINITY <small>Earn on generations of Green Diamonds and Blue Diamonds</small>	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	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%	10%	
	GEN 3	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	5%	5%	10%	10%	10%	10%	10%	10%	
	GEN 4	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	10%	20%	

MONTHLY POOLS & LIFESTYLE INCOME

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. 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 BONUSES

The BIGGEST monthly cash bonuses in the industry!

Diamonds – Red Diamonds

- Create 1 new Consultant (or above) from a Builder (or below) within 8 levels 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.

Crowns – Royal Crown II

- Create one new Director (or above) from a Consultant (or below) within 9 levels 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 1 new Consultant (or above) from a Builder (or below) within 8 levels 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.

1%			1%	
1 SHARE Diamond	2 SHARES Green Diamond	3 SHARES Blue Diamond	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 one new Director (or above) from a Consultant (or below) within 9 levels 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 birthplace of the Real Food Revolution – 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, room, food and more!

Airfare not included. 3 days / 2 nights



TRIPS



Blue Diamond Trip: 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 Trip you won’t find anywhere else. This trip includes airfare, ground transportation, room, food, excursions and more! **4 days / 3 nights**



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 likeminded entrepreneurs on a luxurious dream vacation? **Includes airfare / 5 nights of lodging.**



MONTHLY AVERAGE EARNINGS • JANUARY 2014 - JUNE 2014

	Paid Rank	High	Average	Low
A	Associate	\$740.75	\$81.06	\$21.35
B	Builder	\$1,519.68	\$112.84	\$24.25
C	Consultant	\$2,203.10	\$186.36	\$50.89
D	Director	\$4,055.97	\$327.89	\$122.28
E	Executive	\$12,260.19	\$858.45	\$336.18
	Diamond	\$14,690.63	\$2,193.34	\$476.22
	Green Diamond	\$17,558.72	\$3,276.43	\$1,161.18
	Blue Diamond	\$7,082.90	\$5,405.52	\$2,441.99
	Black Diamond	\$26,341.71	\$8,944.97	\$5,982.24
	Red Diamond	\$28,239.65	\$11,598.69	\$6,951.52
	Crown	\$19,567.56	\$14,244.42	\$11,313.26
	2-Star Crown	\$24,965.70	\$21,608.59	\$17,979.08
	3-Star Crown	\$32,729.07	\$30,614.75	\$28,318.45
	4-Star Crown	\$38,009.02	\$37,828.27	\$37,645.82
	5-Star Crown	\$59,423.93	\$54,776.82	\$50,306.62

The income statistics above are for all active Purium Members who were eligible to earn downline commissions between January and June, 2014. Note that these figures do not represent a Member's profit, as they do not consider expenses incurred by a Member in operation or promotion of his/her business. The figures above refer to gross income (total income before any expenses are deducted). The expenses a Member incurs in the operation of his/her Purium business vary widely. The earnings of the Members in this chart are not necessarily representative of the income, if any, that a Purium Member 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, and leadership. Your success will depend upon how effectively you exercise these qualities.

GLOSSARY OF TERMS

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.

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.

Gift Card Program - Retail and Enrollment Pack orders placed using a Gift Card, through the "Buy" or "Join" paths respectively, have the price reduced by \$50 and BV reduced by 40 (please note - price and BV will never be less than zero/negative and the Gift Card cannot be used towards shipping cost). If a Gift Card is used for a regular Member Kit, only the price is reduced by \$50 and the BV remains the same. The Retail profit is earned on orders that are net \$20 (which means, the product total is greater than \$20 after the gift card is used).

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. Licensed Health Professional categories include Health (doctor, nurse, nutritionist, physical therapist, massage therapist, etc.), Fitness (personal trainer, gym owner, etc.) and Beauty (esthetician, spa owner, etc.). General Business professionals or other business owners do not qualify. Health Professionals must have a

certification in an area of expertise which offers added value to a base of customers regarding health and human body. Health Professionals participate in the same Purium Compensation Plan as Members and can earn a Unilevel Bonus up to 8 levels deep. Health Professionals also are eligible to receive 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 is committed to working with Certified Health Professionals to reach a larger audience of Customers. To support these efforts, we offer a 45% Product Discount and a 45% Retail Bonus to all Certified Health Professional Members. Our Health Professional Members enjoy the same business building and compensation opportunity as other Purium Members, but since their orders are discounted more deeply, we adjust the Unilevel Monthly Residual Payouts for the upline Members above all Health Professional orders as follows.

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.

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.

Platinum Health Europe (PHE): Sister company to Purium Health Products that is open in the European Union. When you become a Member of Purium, you are automatically a Member of PHE and vice versa. PHE does have a compensation plan that is unique to their division; it can be found on www.platinumuk.biz. Volume and ranks are seamless between Purium Health Products and Platinum Health Europe. Compensation is paid based on the origin of the order (European orders are paid out through the European Compensation plan). Achievement, Lifestyle and US Pool Bonuses detailed in the Purium Compensation plan are only paid out to Members in the US and Canada. The EU Pool Bonus is only paid out to EU Members.

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.

PURIUM
HEALTH PRODUCTS™

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