



PROGRAM GUIDE

Program Overview

Two out of every three Americans are either overweight or obese. 100 million people in the US will spend more than \$60 billion trying to lose weight this year. Unfortunately for most of them, the program they choose will not work. Most diets are based on starvation, dehydration or stimulation, which deliver short-term benefits at best ... and do significant damage at worst. Purium has a better way!

David Sandoval's 10-Day Celebrity Transformation is the fastest, healthiest, simplest, and least expensive way to lose weight, pound for pound, on the planet. Period.

"The 1 Ton Challenge" provides a marketing program for you to acquire customers in a really unique way. This program targets salons, spas, gyms and doctor's offices that have well-established customer flow. These businesses have hundreds of people that walk through the doors every month and most of these people want to lose weight. With The 1 Ton Challenge now they can!

Who is eligible?

Any Purium Member can promote The 1 Ton Challenge program but **only salons, spas, gyms and doctor's offices that have a well-established customer flow** can purchase a 1 Ton Challenge Pack and promote the program to consumers. "Regular" Purium Members cannot purchase a 1 Ton Challenge Pack. Businesses without a health/wellness component (like real estate offices) cannot purchase a 1 Ton Challenge Pack. If this program is successful, we plan on launching other challenges for other professional markets and charitable organizations, however, this program is currently intended exclusively for salons, spas, gyms, and doctor's offices. 1 Ton Challenge Enrollment Packs are only sold through the Purium Call Center (not online). Must email a scanned copy of a business card or other proof that the business qualifies to purchase the 1 Ton Challenge Pack.

How does the program work for the Purium Member?

Purium Members can approach salons, spas, gyms, and doctor's offices about the 1 Ton Challenge using their own marketing skills or they can use the phone scripts and follow-up emails provided in the Marketing Materials section of the Back Office. We also suggest referencing some of the 3rd party materials about Purium and the 10-Day Transformation such as the articles in Harper's Bazaar magazine and Muscle & Fitness magazine. The 10-Day Transformation brochures, videos, and text messages will also be effective tools. The "Cost per Pound" flyer provides a clear comparison against other

popular programs. Of course, sharing testimonials and giving samples of Apple Berry Power Shake are also great choices for face-to-face presentations.

When a Purium Member enrolls a salon, spa, gym, or doctor's office with a 1 Ton Challenge Pack, the Member earns a \$75 Bonus (the same as a Gold Pack in the Gold Rush). If the Member sells a second 1 Ton Challenge Pack in the week, he/she earns another \$75 and then earns \$100 for the 3rd and 4th in a week and \$125 for a 5th or more in a single week. See the Purium Compensation Plan (Gold Pack / Gold Rush) for more details. In addition, the 1 Ton Challenge Pack has 300 in BV (after the Gift Card is redeemed) which counts towards rank advancements and pays upline as per the Purium Compensation Plan.

But making that initial sale is just the beginning. The real money and the real volume is in the on-going sale of 10-Day Transformations and other Purium products PLUS the potential to have some of these Transformers share Gift Cards and become Promoters. So, make sure you help these new Transformers become PLC Members to insure on-going purchases. Help them save money and off-set the cost of the program by sharing their 5 Gift Cards with others.

Responsibilities of the Purium Member

Most doctors, salon owners, spa owners, and gym owners are busy people, so you want to make this program as EASY as possible for them. We suggest that you spend a day or two in the facility to help launch the program to the clientele of the business. This can be done with a small table in the facility or an open house after business hours. There are posters and stickers for display along with flyers to hand out to prospects. Having a computer or tablet to show videos, show before and after photos, and comparison flyers and to be able to enroll Transformers on the spot will be really important to build momentum in the first few days of the launch of the Challenge. For those clients who are too busy to hear a presentation ask them to text the word "1Ton" to 55678 (70734 in Canada) to get videos and a comparison flyer sent directly to their phone. Bottom line, it is your job to help the salon, spa, gym, doctor's office begin to enroll Transformers into the Challenge. The business owner is giving you access to a steady flow of prospects. It is your job to invite, present and enroll these people on behalf of the business.

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How does the program work for the business? (salon, spa, gym owner, or doctor)

The owner of a salon, spa, gym, or doctor's office purchases a 1 Ton Challenge Enrollment Pack for \$499. The Pack is \$549 and the Purium Member provides a \$50 Gift Card to lower the price to \$499.

Each Pack includes:

- A 10-Day Transformation so the business owner can participate in the Challenge (and lose 10+ pounds as well!)
- 2 posters, 2 stickers and 100 flyers to promote the Challenge
- An UNLIMITED number of \$50 Gift Cards to offer to clients for 12 months (the Pack includes 100 Gift Cards and once they are all redeemed Purium will send 100 more absolutely FREE ... and will continue to do so for 1 year)
- The help of the Purium Member to invite, present, and enroll Transformers into the Challenge

The initial 100 Gift Cards alone are worth \$5000 ... but we only charge \$499 for the 1 Ton Challenge Pack (\$549 - \$50 Gift Card).

Here's what the sponsor of the Challenge can earn:

- \$50 per new Transformer
 - (Complete a 1 Ton Challenge ... 200 Transformations ... and **earn \$10,000!**)
 - Plus, we're giving away **an extra \$2,000** for the first salon to hit the mark!
 - Plus, the business earns significant on-going residual income from future purchases of these new Members and anyone they enroll!
- (See Purium Compensation Plan for details)

Clients pay \$230 for the 10-Day Transformation Program. This enrollment also includes a Membership for on-going product discounts and 5 Gift Cards to share.

The average person loses 11 pounds and 8 inches in just 10 days on the Transformation. Purium provides a Support Guide, Support Calls 5 days a week, text message reminders, and other tools to help Transformers lose weight.

Responsibilities of the salon / spa / gym owner / doctor:

The business owner is giving the Purium Member access to his/her clients.

1. You need to insure action! Hang up the posters and display the stickers. Hand out flyers and Gift Cards.
2. You need to insure great service!

You are an extension of the salon / spa / gym / doctor's office as well as a reflection of Purium Health Products.

The majority of the income comes from ON-GOING purchases and ON-GOING sharing of Gift Cards. Your initial time in the business could pay off for years to come, so treat every client as a very important person ... because they are!

Final Thoughts – Improving the primary business

Present Purium as a way to ENHANCE the salon / spa / gym / doctor's office. Our products produce great RESULTS, which will tighten the relationship between customer and business owner. Our products may also improve the RETENTION and REFERRALS that happen in the primary business.

Example: A gym that sponsors a 1 Ton Challenge should see customers lose more weight and build more muscle than with exercise alone (RESULTS). These customers are more likely to continue paying monthly membership fees to the gym (RETENTION) and recommend the gym (REFERRALS) to friends, family, and co-workers. All of these benefits enhance the brand and the profitability of the facility before any REVENUE is made from the Purium products sold or any RESIDUAL INCOME, which is earned from on-going Purium product sales and Gift Card redemptions. In other words, a 1 Ton Challenge can help the core business as much as it can provide additional business.

Help your local businesses earn MORE MONEY from the same amount of Customers and you will find the 1 Ton Challenge can be a win-win-win relationship between you, the business, and the customers of the business. Best of success!

EACH PACK INCLUDES :

