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## OUR MISSION

“Several years ago I began to notice a trend in people’s lives. More and more of the people I loved were complaining of low energy, poor digestion, of being overweight, of having diabetes and/or arthritis and dozens of other major and minor ailments. I decided to make a difference in their lives. I have now dedicated over 20 years of my life gaining access to sources of pure foods, which are available only through diligent research and painstaking selection. I have composed dozens of these mostly organic, non-hybrid, non-crossbred, wild crafted and/or sprouted foods into phyto-nutrient rich formulas, which I believe are unprecedented in their potency, purity, and in the complexity of their contribution to your body’s physiological well being.”

These are more than just words. You can feel the potency of our formulations. Our products feature energetic super-foods from around the globe. Fresh ingredients like you’d find at a world-class juice bar ... organic kamut grass, organic spirulina and organic barley green juice.

And the Purium commitment to your health goes “beyond the bottle.” We regularly publish information and record audios about a wide variety of health-related topics. We own a wellness retreat that is available to our Members. And we have a Traditional Naturopath on our staff to answer your health-related questions. His name is Michael Wohlfeld. Our Distributors can call him for FREE. No other company in the world does this. Maybe they should.

Purium is open in the United States and Canada and has a sister division that services all 27 countries in the European Union. All Purium Members automatically have a Membership with Platinum Health Europe. Purium will also ship to any other countries in the world at the request of our customers. Please contact Customer Service for more details.

Join us... and help us share our unique perspective on nutrition around the world.

**All we see are PURE possibilities!**

## PURPOSE & PHILOSOPHY

**We believe...The human body is a miracle.**  
Being healthy is cool.  
Being dynamic, vibrant, sexy, fit,  
energetic and happy is really cool.

**We believe...Nature provides our bodies with everything we need.**  
Vegetables and fruits are nature’s fast food  
Green is beautiful. So are red, blue  
and purple.

**We believe...Paying people instead of advertising agencies is good business.**  
Free time is a right, not a privilege.  
Anything is possible when we work  
as a team and celebrate as a community.  
Your health is really important to us.



**David Sandoval**  
Co-Founder and Chief Science Officer  
PURIUM Health Products

**PURIUM**  
HEALTH PRODUCTS™

**Purium Health Products has established the following Policies and Procedures to help guide the efficient and ethical operation of a Purium Health Products home-based business.**

### **Purpose of the Member Agreement and the Policies and Procedures**

Purium Health Products Members and Health The purposes of the Member Agreement and the Policies and Procedures include the following:

- **To assist Members in building and protecting their businesses;**
- **To protect Purium and its Members from legal and regulatory risks;**
- **To establish standards of acceptable behavior;**
- **To set forth the rights, privileges, and obligations of Purium and its Members; and**
- **To define the relationship between Purium and its Members.**

### **Policies and Compensation Plan Incorporated into Member Agreement**

These Policies and Procedures and the Compensation Plan, in their present form and as amended by Purium Health Products, Inc. (hereafter "Purium" or the "Company"), are incorporated into, and form an integral part of, the Purium Independent Member Application and Agreement ("Member Agreement"). It is the responsibility of each Member to read, understand, adhere to, and insure that he or she is aware of and operating under the most current version of these Policies and Procedures. Throughout these Policies, when the term "Agreement" is used, it collectively refers to the Purium Member Application and Agreement (including the Terms and Conditions), these Policies and Procedures, the Purium Compensation Plan, and the Purium Business Entity Addendum (if applicable). These documents are incorporated by reference into the Purium Member Agreement (all in their current form and as amended by Purium).

### **Changes to the Agreement**

Purium reserves the right to amend the Agreement, the Compensation Plan, and its prices in its sole and absolute discretion. By executing the Member Agreement, a Member agrees to abide by all amendments or modifications that Purium elects to make. Amendments shall be effective ten (10) days after publication of notice that the Agreement has been modified. Amendments shall not apply retroactively to conduct that occurred prior to the effective date of the amendment. Notification of amendments shall be published by one or more of the following methods:

(1) posting on the Company's official web site; (2) electronic mail (e-mail); (3) posting in Members' back-offices; (4) inclusion in Company periodicals; (5) inclusion in product orders or bonus checks; or (6) special mailings. The continuation of a Member's Purium business, the acceptance of any benefits under the Agreement, or a Member's acceptance of bonuses or commissions constitutes acceptance of all amendments.

## **BUSINESS BUILDING POLICIES**

### **Code of Ethics**

Purium Health Products Members and Health Professionals agree to conduct their business in an ethical and professional manner at all times. They will encourage all Members and Professionals in their Organizations to abide by the letter and spirit of this code.

### **Becoming a Member**

To become a Purium Member, each applicant must:

- **Be at least 18 years of age;**
- **Reside in the United States or U.S. Territories or country that Purium has officially announced is open for business;**
- **Provide Purium with his/her valid Social Security or Federal Tax ID number;**
- **Purchase a Purium Business Kit (optional in North Dakota, Massachusetts and Wyoming for residents of those states); and**
- **The approval of a Purium Application and Agreement Form. The Purium Home Office must approve your Application and Agreement Form. If the Purium Application and Agreement Form is submitted via the Internet, a signed Purium Application and Agreement Form is not necessary. If the Purium Application and Agreement Form is taken by telephone, the Member or Sponsoring Member must verbally accept the Terms and Conditions. If it is the Sponsoring Member accepting the Terms and Conditions, it is the responsibility of the Sponsoring Purium Member to have a completed and signed Purium Application and Agreement Form, as they are verbally accepting the Terms and Conditions on the Enrolling Member's behalf.**

Purium reserves the right to accept or reject any Member Application and Agreement for any reason or for no reason.

### **Starter Kit/Business Kit/Enrollment Fee and Product Purchases**

With the exception of a Starter Kit/Business Kit/Enrollment Fee, no person is required to purchase Purium products, services or sales aids, or to pay any charge or fee to become a Member. In order to familiarize new Members with Purium products, services, sales techniques, sales aids, and other matters, the Company recommends/requires that they purchase a Starter Kit. Purium will repurchase resalable kits from any Member who terminates his or her Member Agreement pursuant to the terms of our Return policy.

### **Becoming a Health Professional**

Purium offers a professional/wholesale membership for health professionals potentially including (but not limited to) Physicians, Chiropractors, Acupuncturists, Cosmetologists, Estheticians, Physical Trainers, etc as long as they have a base of clients that they provide a health service to and have no other Purium account.

**1. All persons wishing to be considered for authorization for a professional (wholesale) account must send in a physical copy of a document such as a diploma, certification and/or accreditation that signifies their legal ability to practice as a health professional. If you are located in California or Texas and would like to be exempt from paying tax on your purchases, please include your California/Texas resale license. You may send these documents to Purium Corporate either via fax (866-747-3291), e-mail to support@puriumcorp.com or through the postal system to 1495 Seabright Ave., Long Beach, CA 90813. Contact information should also be included.**

**2. After the approval of said documents by the Purium Corporate office, the new Professional must then place a first time qualifying order of 500 BV with Customer Service. (Subsequent orders can be placed online.)**

### **Rights of Members**

Members and Professionals are authorized to sell Purium products and services, participate in the Compensation Plan and sponsor new Members into Purium anywhere within the United States, Canada, EU, and other countries where Purium does business. Please note that all orders for countries in the EU must be shipped through Purium's sister company "Platinum Health Europe" ([www.platinumeurope.biz/\[Member\\_Web\\_Alias\]](http://www.platinumeurope.biz/[Member_Web_Alias]))

Once an individual has a Membership with either of the 2 divisions, they automatically have

a Membership with both – but must follow the policies and procedures applicable for each individual division.

### **Member Benefits**

Once a Member Application and Agreement has been accepted by Purium, the benefits of the Compensation Plan and the Member Agreement are available to the new Member. These benefits include the right to:

- **Sell Purium products and services;**
- **Participate in the Purium Compensation Plan (receive bonuses and commissions, if eligible);**
- **Sponsor other individuals as Customers or Members into the Purium business and thereby, build a marketing organization and progress through the Purium Compensation Plan;**
- **Receive periodic Purium literature and other Purium communications;**
- **Participate in Purium-sponsored support, service, training, motivational and recognition functions, upon payment of appropriate charges, if applicable; and**
- **Participate in promotional and incentive contests and programs sponsored by Purium for its Members.**

### **Members as Independent Contractor**

Business Building Customers are independent contractors and are not an agent of, or authorized in any way to represent themselves as agents of Purium. All expenses incurred by the Member or Professional including taxes and insurance are the Member or Professional's sole responsibility. Members or Professionals have no authority to bind the Company to any obligation. Each Business Building Customer is encouraged to set up his or her own hours and to determine his or her own methods of sales, so long as he or she complies with the Policies and Procedures of the Company.

**Purium Health Products Identification Number (Purium ID#)** Members will automatically be issued a personal Purium Health Products Identification Number (Purium ID#). An original Application and Agreement Form must be submitted using your Social Security Number,

Federal ID Number, Social Insurance Number, or the equivalent for the purpose of reporting income earned to the IRS if you. Thereafter, the Purium ID# will be used for all Member correspondence and inquiries.

### **Tax Payer ID**

All Members or Professionals receiving commissions that add up to \$600 per year are required to furnish Purium with their correct Social Security number, Federal ID Number, Social Insurance Number or the equivalent. Purium Members or Professionals who do not furnish

a Social Security Number or the equivalent will find their bonuses and commissions subject to withholding at 35% if:

**1. The aggregate amount of such payments and all of the previous payments for the calendar year equals or exceeds \$600; or**

**2. Purium filed a Form 1099 for the Member for the previous calendar year.**

### **Sales and Use Taxes**

Purium products and promotional materials are subject to various sales and use taxes by local, county, and state government agencies in the locations in which the Member does business. Purium Health Products will collect and pay these taxes on the behalf of Members in each state that allows or requires Purium to do so. Purium is required to collect and remit sales taxes based on the sales tax rates applicable to the ship-to address, unless a copy of a resale tax certificate is on file at the Purium Home Office. If a Member or Professional submits their resale tax certificate, they will no longer be charged sales tax on products ordered from Purium; however, the Member is solely responsible for the collection, filing, and payment of taxes to the appropriate taxing authorities. Each Member is responsible for knowing the laws and regulations of conducting business in his or her state or country and is liable for failure to comply.

### **Income Taxes**

All Members are responsible for paying local, state, and federal taxes due on earnings from commissions or any other earnings generated as a seller of Purium products. At the end of each calendar year, Purium will issue IRS Form 1099 as required by federal statutes governing the United States and will issue the equivalent form in Canada after the Distributor has earned \$600 or more with the Compensation Plan.

### **Legal Compliance**

Every Member and Professional shall comply with all federal, state, and local statutes and regulations relating to the operation of his or her business. Failure to do so could result in the termination of the Member or Professional status.

### **Annual Renewal**

Your Membership status is for a period of 12 months from the date you enroll in Purium. To maintain your membership, you must make a minimum of 50 BV in product purchases from Purium every 12 months. If you do not order products from Purium for a period of 12 months or within each calendar year thereafter (whichever is longer), your status will become "Inactive" and you will lose your status as a Purium Member/Professional, as well as your downline and any commissions from orders they place once you are purged from the

system. The downline of an Inactive Member/Professional will then be moved up to the next active Member. The Inactive Member/Professional will now be considered a Retail customer. This rule is waived for not-for-profit organizations. If you lose your active status, you must purchase a new membership and reapply to Purium in order to become a member - please note that you will not be paid retroactively on commissions and will not have your downline reinstated.

### **Bonus and Commission Qualifications and Accrual**

A Member must be active and in compliance with the Agreement to qualify for bonuses and commissions. So long as a Member complies with the terms of the Agreement, Purium shall pay commissions to such Member in accordance with the Marketing and Compensation plan. The minimum amount for which Purium will issue a commission is \$10. If a Member's bonuses and commissions do not equal or exceed \$10 (for those with direct deposit) or \$13 (for those that receive their commissions by paper check due to the \$3 accounting fee), the Company will accrue the commissions and bonuses until they total \$10 (\$13 if fee is applicable). Payment will be issued once \$10 (\$13 if fee is applicable) has been accrued.

### **Payment of Commissions and Bonuses**

Commission Bonuses earned with Purium are either paid weekly or monthly depending on the Commission Period. Weekly bonuses are paid on the subsequent Friday following the close of the Weekly Commission Period. Monthly Bonuses are paid on the 15th of the following month following the close of the Monthly Commission Period. Bonuses checks are either mailed or directly deposited on the pay date. However, if the pay date falls on a holiday or weekend, the bonus is paid on the previous business day.

There is a \$3 fee that is deducted from your commission check for any physical commission checks that must be mailed out and therefore it is recommended that all customers sign up for direct deposit. To do so, please sign up in your back office or contact Customer Service with the Name of the Bank, Bank Routing number, Account number, and Your Name as it appears on the account, and the Account status (Checking or Savings) for your bank account. Commissions paid out on returned items will be deducted from future commissions for the recipient of said commissions.

### **Corporations and Partnerships**

Corporations and partnerships may become Purium Members by submitting a Purium Application and Agreement Form and the Business Entity Form, which must be signed by its president or managing partner. Purium will recognize up to two Members of the corpora-

tion or partnership as its representatives. Trusts will abide by the same policies. Purium will recognize the dissolution of a partnership or corporation upon receipt of a signed, notarized agreement by all interested parties or upon the receipt of a court order.

### **Selling Activities**

Any Purium Member or Professional who wishes to sell a non-Purium produced sales aid or service to another Purium customer, which supports the Purium products or business opportunity, must have the prior written permission of the Home Office. In order to get permission, the Member or Professional should send in their documents to [compliance@puriumcorp.com](mailto:compliance@puriumcorp.com). Any such sale without the prior written permission of the Home Office is strictly prohibited.

No Purium Member or Professional who personally sells Purium related literature, sales aids or services that are not produced by Purium, shall induce, or attempt to induce, another Purium customer who they have not personally sponsored to purchase or sell such literature, sales aids or services.

Purium Members and Professionals may engage in selling activities related to non-Purium-produced products and services if they desire to do so, but they may not take advantage of their knowledge of, or association with, other Purium customers, that were not personally sponsored by them, to promote and expand their non-Purium business. The solicitation of non-personally sponsored customers is strictly prohibited.

### **Member Accounts**

Individual Members may only own one Purium Member or Professional position. Married couples will be considered as one Member. Purium allows for only 1 membership per residence. Any requests for exceptions to this rule must be formally filed by email to the corporate office via [compliance@puriumcorp.com](mailto:compliance@puriumcorp.com).

If two Purium Members have been independently operating their Purium businesses and decide to marry, the following options will apply:

- 1. The newly married couple may operate both Organizations; each Organization will, however, be operated in its original line of sponsorship.**
- 2. The newly married couple may sell or transfer ownership of one of the Organizations. See "Sale of an Organization".**
- 3. The newly married couple may simply abandon one of their two Organizations. The sponsorship of the abandoned Organization shall pass up the line of sponsorship to the next up-line sponsor.**

### **Professional Accounts**

An individual or business entity that becomes authorized to receive the 45% Professional wholesale discount, to sell Purium products and services, participate in the Purium Compensation Plan, and sponsor new customers into Purium anywhere within the United States, Canada and other countries where Purium does business within the guidelines of Purium's Policies and Procedures.

### **Dissolution of Marriage or Partnership**

When a couple sharing a Member account divorces, separates or terminates a partnership, Purium will continue to pay bonus checks as before the divorce, separation or partnership termination until it receives a court decree or written notice signed and notarized by both parties, defining the ownership of their organization and specifying how future bonus checks are to be paid.

### **Orphan Policy**

When a customer places an order and fails to give Purium any information as to who referred them to Purium Health Products or who they want to have as their Sponsor, they are signed up, allowed to place an order and are sponsored under the Orphan Account.

Purium Health Products will contact the customer in an attempt to find out who referred them to Purium Health Products so that Purium can transfer them to an appropriate Sponsor. If the customer doesn't provide the info, Purium has the right to place that customer under an active business builder chosen by Purium.

### **Responsibilities of Enrollers**

Becoming a Purium Member or Professional entitles you to sponsor other Members or Professionals. Sponsors are responsible for:

- 1. Initial Training. It is important to introduce your Members and Professionals to the Purium products, Compensation Plan, and Policies and Procedures. For example, when helping Members to enroll, Sponsors should make sure to be clear on the preparation needed for David Sandoval's 10-Day Celebrity Transformation, the nature of the commission structure, the requirement to have personally-created advertising material approved by the Purium Compliance Dept, and the stipulation for becoming a PLC Member, etc. The most successful will periodically contact all their Members and Professionals to make sure that their sales training is effective.**
- 2. Keeping accurate sponsorship and business records.**
- 3. Understanding Company policies. Sponsors must stay informed of any new Company policies and review these with their Members**

**and Professionals to make sure they understand them.**

### **Enrolling Other Members**

If several Business Building customers contact the same person, the person who the prospective Member first chooses to sign up under will be deemed the Enroller. The Company reserves the right to settle all disputes and its decision will be final.

### **Transferring Placement of Members**

An Enroller may transfer a new Member or Professional to any Member or Professional in his or her downline as long as the Member being transferred has been a Purium Member for 1 plus month, or less. For example, whether someone enrolls on January 2nd or January 31st, their enroller has until the last day of February to place them under a new Member or Professional. No moves can be done in the last 7 days of a calendar month. No moving of Retail Customers is allowed. Placements can be done through the DREAMS Technology Back Office. Placement requests completed by the company will require a \$50 administrative fee, unless the Placement is done during the time of Enrollment in which case there will be no charge.

### **Transferring Enrollment of Members**

Purium is a relationship business and the relationship between the Enroller and the new Member is absolutely vital to the success of the downline structure, the Purium business opportunity and the overall health of our Membership community. For this reason, Purium actively discourages the movement of Enrollees as well as the Placement of Members beyond the 1 plus month period outlined above. Any Enroller moves or Placements beyond 1 plus month will generally be approved in only two circumstances:

**A. Unethical business practices by the original Enroller. These move/place requests must be accompanied by written documentation of the unethical business practice.**

**B. Mistake in the Enrollment process. These move/place requests must be accompanied by written documentation of the mistake of the Enrollment.**

In such cases, the Company will be the final authority. If a person wants to move without permission they must sit out 6 months and then re-enroll as a new Member.

### **Succession**

Upon the death or incapacity of the Member or Professional, his or her rights to bonuses and position, together with sponsoring responsibilities, shall pass to his or her successor in interest upon written application when Purium Health Products is provided with all necessary docu-

mentation. The successor Member or Professional must submit an Application and Agreement form and fulfill all responsibilities. The successor Member or Professional may be an existing customer as long as he or she complies with all Purium policies and procedures.

### **Voluntary Cancellation**

A Member or Professional who notifies the Company in writing of their election to cancel their Purium Application and Agreement may cancel at any time and for any reason.

Members or Professionals who resign from the Company must wait 6 months to reapply under a new Sponsor. A Montana resident may cancel his or her Member Agreement within 15 days from the date of enrollment, and may return his or her Starter Kit for a full refund within such time period.

### **Sale of an Organization**

A Member or Professional who owns and operates a Purium Organization may sell his or her ownership interest in such Organization under the following conditions. In order to preserve the line of sponsorship, the Organization being sold must remain in the same position within its original line of sponsorship. Accordingly, the selling Member or Professional must offer his or her Purium Organization in the following order of priority:

**1. The first option to purchase belongs to his or her Enroller, who retains throughout the sale negotiation the right to acquire the Seller's organization by meeting the price and conditions of any bona fide offer received by and deemed acceptable to the Seller.**

**2. The second option to purchase belongs to the first upline Member, above his or her Enroller, who retains throughout the sale negotiations the right to acquire the Seller's organization by meeting the price and conditions of any bona fide offer received by and deemed acceptable to the Seller.**

**3. To an outside party who**  
**a. Possesses sufficient expertise in the business so as to demonstrate a complete and accurate understanding of the Purium Sales and Marketing Plan and Purium business;**

**b. Possesses a complete and accurate understanding of Purium Policies and Procedures and demonstrates a willingness to abide by them;**

**c. Possesses adequate resources to operate the Seller's business and to provide necessary training and support.**

Such sale shall not become final and no changes in ownership are to be implemented until

such sale has been reviewed and approved by the Home Office. The required processing fee of \$150 US is payable when the transaction is complete. The Home Office will only approve bona fide sales. Sales whose sole purpose is to transfer rank are prohibited.

### **Disciplinary Actions**

A Member or Professional's violation of the Purium Agreement or any of the Company's Policies and Procedures, or participation in any illegal, fraudulent, deceptive, or unethical business conduct may result, at the Company's discretion, in one or more of the following disciplinary actions:

- 1. Issuance of a written warning or admonition.**
- 2. Imposition of a fine, which may be imposed immediately or withheld from future commission checks.**
- 3. Withholding of commission checks.**
- 4. Reassignment of all or part of a Business Building Customer's Organization.**
- 5. Suspension, which may result in termination or reinstatement with conditions or restrictions.**

### **6. Termination of the Member. Involuntary Termination and Appeal Procedures**

Purium may, at its sole discretion, terminate a Member or Professional's account at any time upon the occurrence of any of the following events:

- 1. If a Member or Professional breaches any term or condition of this Agreement or performs any illegal or unethical act.**
- 2. Any conduct by a Member or Professional, which is determined to damage the business or reputation of Purium, its Members, its products, or its programs.**
- 3. If a Member or Professional solicits or attempts to sponsor Purium customers into another network marketing, MLM, or direct sales program.**

In the event of a Member or Professional termination, the following procedures will be followed:

- 1. If cause exists for termination, the Home Office will inform the Member or Professional by Email at the latest address listed with the Company for the Member or Professional that his/her Member or Professional status is immediately terminated. The Member or Professional will have ten days from the receipt of email to appeal the termination in writing. Unless the Member or Professional replies to the Home Office within this time period, the termination will be deemed final.**

**2. Upon timely appeal of the termination, the Home Office will review the matter and determine the appropriate action, and the decision of the Home Office will be final.**

**3. In the event of termination, at the discretion of the Company, the Member or Professional's Organization may be transferred to the first upline Member or Professional placed under a new sponsor in the same position within its original line of sponsorship.**

**4. In the event that a Member or Professional resigns or is terminated, they will not be entitled to any compensation from the Company. In cases where a termination is disputed, the Company may, at its option, hold all past, current and future monies in a reserve fund until the dispute is settled.**

### **Enforcement of Rules**

Any Members or Professionals aware of other customers violating any of the Policies and Procedures should inform said customer of the violation and the reason for the rule. Most violations are due to a lack of information. If the Member or Professional continues to violate the rule, then the Home Office should be notified. Any disciplinary decision by the Home Office will be final.

### **Vendor Confidentiality**

Purium's business relationship with its vendors, manufacturers, and suppliers is confidential. You shall not contact, directly or indirectly, or speak to or communicate with any representative of any Purium supplier or manufacturer except at a Purium-sponsored event at which the representative is present at the request of Purium. Violation of this regulation may result in termination and possible claims for damages if the vendor/manufacturer's association is compromised by the Member or Professional's contact with them.

### **Confidential Information**

During the term of the Agreement, Purium may provide confidential information to you, including, but not limited to: Member lists, genealogy reports, business reports, financial, manufacturing or supplier information, product formulas, commissions or sales reports or other information, which Purium may designate as confidential. You have acknowledged that upon receipt of such information that the information is proprietary and confidential to Purium and were transmitted to you in strictest confidence. You will keep the information confidential and shall not disclose, publish, sell or license such information to any third party, directly or indirectly, nor will you use the information to compete with Purium directly or indirectly. Upon expiration, non-renewal, or termination of the Agreement, you will promptly return to Purium all such confidential informa-

tion. This covenant shall survive expiration or termination of the Agreement.

### **Amendments to Policies and Procedures**

The Company reserves the right to amend or modify these Policies and Procedures, the Compensation Plan and the Purium Application and Agreement from time to time upon notice (listed below) to the Member or Professional, and the Member or Professional must abide by all such amendments or modifications. These modifications will appear on the Company's website, in publications and normal communications from Purium.

## **PURCHASE AND SALE OF PRODUCTS**

### **Suggested Retail Price**

Purium Health Products publishes a Manufacturers' Suggested Retail Price (MSRP) for all of its products.

### **Price Changes**

The prices of all Purium products and sales aids are subject to change without prior notice.

### **Retail Sales**

Purium is a network marketing/direct sales company, we encourage the promotion of our products on a person to person/ face to face manner and allow temporary "Pop-up" displays of 3 days or less (such as at a trade show, swap meet, flea market). Purium does not allow Purium products to be sold in retail establishments. The only exception is if the owner is a Purium Member and 70% or more of the business is a service, such as a gym, hair salon, doctor's office or juice bar, and not a vitamin store, kiosk in a mall, or other traditional retail store. Some Members or Professionals may wish to buy and resell products. While we do not discourage this, we want to remind Members and Professionals that purchasing products for re-sell is not part of any requirement set forth by Purium and by doing so you take on all of the legal responsibilities of a retail establishment. **In the interest of keeping a level playing field for all Members, Members may not sell products on Amazon, eBay, Open Sky or any other 3rd party online retailer. Members may also not post their Gift Card Code on coupon sites such as Retail Me Not, Groupon, Living Social, Coupons, She Saved, The Crazy Coupon Lady, Passion for Savings, Hip 2 Save, Price Blink, Mambo Sprouts, Grocery Guide, Money Saving Mom, etc.** Members may sell on their own personal websites as long as they are in compliance with all other policies set forth.

### **Excess Inventory and Bonus Buying**

Members must never purchase more products than they can reasonably use or sell to retail

customers in a month, and must not influence or attempt to influence any other Member to buy more products than they can reasonably use or sell to retail customers in a month. In addition, bonus buying is strictly prohibited. Bonus buying includes any mechanism or artifice to qualify for rank advancement, incentives, prizes, commissions or bonuses that is not driven by bona fide product or service purchases by end user consumers. Bonus buying includes, but is not limited to, purchasing products through a straw man or other artifice.

### **No Territory Restrictions**

There are no exclusive territories granted to anyone.

### **International Orders**

Purium is open in the United States and Canada, [www.mypurium.com](http://www.mypurium.com) is set up to take orders to these two countries only. Platinum Health Europe is open in all 27 countries in the European Union; [www.platinumeurope.biz](http://www.platinumeurope.biz) (in German) and [www.platinumuk.biz](http://www.platinumuk.biz) (in English). International customers outside of these countries may place retail orders from Purium through Customer Service after being alerted of the following disclaimer:

***All International shipments are subject to special fees by the government of the country the product is being shipped to and therefore once the package leaves our facility, International customers are solely responsible for the shipping charges and customs clearance, duties and taxes, and any other associated costs. Please consult your local customs authority for your local tax and duty rate on nutritional supplements. Please note that it is the responsibility of the customer to know which ingredients/products are not allowed to be imported into the destination country as Purium will not have that information. Please also note that if a package is returned to PHP as a result of a dispute with customs, the customer in question will be liable for the outbound and return shipping. Members are prohibited from importing products in bulk into countries where Purium is not considered "open."***

### **Customer Satisfaction**

If you choose to sell products on a retail basis, you will be responsible for handling any customer returns of those products. If a customer is unhappy with a product and would like to return it, please follow the protocol listed below:

- 1. You should refund their money promptly.**
- 2. Ask enough questions to determine why the customer feels dissatisfied with the product. Example: How much did you take? When did you take the product? Have you taken the product consistently? Etc.**



**3. Attempt to re-educate the customer on the correct use of the product as determined by your questioning.**

**4. You should return the unused portion of product to Purium for an exchange.**

#### **Money Back Guarantee for Retail Customers**

If a Retail Customer or Member is dissatisfied with any Purium product for any reason, he or she may return the unused portion of the product to the Company or Member from whom it was directly purchased from within 60 days. The customer will receive a replacement, an exchange, or a full refund of their purchase price, excluding shipping charges.

Every Purium Member and Professional is required to offer a 100% unconditional money-back guarantee to all Retail Customers when returned within 60 days. All Purium Members and Professionals are responsible to honor this guarantee.

Purium will replace the returned product if Customer Service receives the following from the Member or Professional within fifteen (15) days of the return:

**1. A signed statement from the retail customer, including name, address, telephone number, an explanation for the return, and the receipt showing that the customer received a full refund from the Purium Member or Professional.**

**2. A copy of the original retail sales receipt, canceled check or credit card statement.**

**3. The returned product. The Member must obtain a return authorization number from Customer Service within 60 days of delivery of the product package. Any product returned without prior authorization will be returned to the sender.**

**Failure by a Member or Professional to honor a legitimate refund request by a Retail Customer could result in termination of his or her Purium account.**

#### **Buyer's Right to Cancel**

Federal law gives a buyer the right to cancel consumer sales of \$25 or more without penalty prior to midnight on the third business day after the transaction. If the consumer wishes to cancel, he or she must mail or deliver to the Member or Professional prior to midnight on the third business day after the transaction:

**1. A valid notice of cancellation after ordering or purchasing product.**

**2. The product in the same substantially good and unused condition as received.**

The consumer is then entitled to a full refund from the Member without penalty. When delivering product to customers, the Member or Professional is responsible for informing the consumer of the "Buyer's Right to Cancel." The Member or Professional must present the consumer with a complete legal notice in writing and obtain the buyer's signature thereon.

#### **Returns Procedures**

Members receive bonuses or commissions based on the actual sales of products to end consumers. To return or exchange product for any reason, please follow the steps below:

**1. Obtain a return authorization number from Customer Service (888-747-6733 or support@puriumcorp.com) within 60 days of delivery of the product package.**

**2. Print the return authorization number clearly on the outside of the package.**

**3. In the event of a Company error only, Customer Service will issue a call tag that allows the customer to ship the package back to Purium at no expense. Otherwise customer is responsible for the shipping cost.**

Please note the following: You must return each item that you are wishing to get a refund for; Purium packs must be in their entirety unless pre-approved by Purium's Returns Department for a partial return. Even if the product has been completely used, container(s) must still be sent in order for a refund to be issued. Returns received past the 60 day window will be rejected unless prior approval for store credit has been attained.

Purium Health Products reserves the right and has the responsibility to refuse any refund where there has been an abuse of our return policy. Purium Health Products reserves the right to charge a 20% re-stocking fee. All refunds are handled at the discretion of Purium Health Products' management. Please note that standard refunds will not include any shipping fees incurred by the customer.

When a product is returned to Purium for a refund or is repurchased by the Company, either of the following may occur at the Company's discretion: (1) the bonuses, commissions, or overrides attributable to the returned or repurchased product(s) will be deducted from commission payments to the Member and upline Members who received bonuses or commissions on the sales of the refunded product(s), in the month in which the refund is given, and continuing every pay period thereafter until the commission is recovered. or (2) the bonuses or commissions attributable to the returned or repurchased product(s) may be deducted from any refunds or credits to the Member who

received the bonuses or commissions on the sales of the refunded product(s).

If a package shipped internationally is returned to Purium as a result of a dispute with customs, the customer in question will be liable for the outbound and return shipping.

***Purium uses the US Dollar as its functional currency. All payments and credits are valued and issued in US dollars and are not affected by foreign exchange rates.***

Please send returns to:

**Purium Returns Department  
1392 Sarah Place Unit B  
Ontario, CA 91761**

## ORDERING PROCEDURES

***Please refer to the Purium Health Products Catalog (or go to [www.mypurium.com](http://www.mypurium.com)) and Price List for information on Purium's range of products.***

### Ordering Policies

Orders are processed for the day they are received at the Home Office and the volume credit of commissionable product will count for the month in which the order is received. (See Payment of Commissions and Bonuses.)

Orders must be placed on an individual's own account unless given prior approval by the account holder to "drop-ship" an order to the aforementioned individual. Sponsors cannot both pay for and ship an order to themselves through a downline member's account. Sponsors must have authorization explicitly given to Purium's Customer Service by the cardholder / account holder in advance (via email or telephone) before Sponsor will be able to begin authorizing the use of said account holder's credit card, even for purchases being sent to the account holder.

Customers living in North America can order directly through [www.mypurium.com](http://www.mypurium.com) or [www.mypuriumgift.com](http://www.mypuriumgift.com). Customers living in the European Union (EU) must order through Platinum Health Europe ([www.platinumuk.biz/web\\_alias\\_here](http://www.platinumuk.biz/web_alias_here)). Customers living outside of North America and the EU must send their orders to Purium Customer Service via [support@puriumcorp.com](mailto:support@puriumcorp.com).\*

\*All International shipments are subject to special fees by the government of the country the product is being shipped to and therefore once the package leaves our facility, International customers are solely responsible for the shipping charges and customs clearance, duties and taxes, and any other associated costs. Please consult your local customs authority for your local tax and duty rate on nutritional

supplements. It is also the responsibility of the customer to know which ingredients/products are, or are not, allowed to be imported into the destination country. Purium is not responsible for having that information readily available. Please note that if a package is returned to Purium as a result of a dispute with customs, the customer in question will be liable for the outbound and return shipping.

### Ordering Online

To order online go to: <http://www.mypurium.com/webalias>

- **Login to the BackOffice by using your User Name and Password.**
- **Click on Shop Now and proceed with order.**
- **Contact Customer Service if you require any assistance.**

### Ordering by Mail or Fax

Use the Purium Order Form and price list to calculate your order. Be sure to fill out the form completely, including your Purium ID # and the proper amounts for shipping/handling and sales tax. Customer Service will gladly provide you with this information by simply calling 888-747-6733. Include your credit card number and its expiration date or other method of payment in the payment block, as well as the applicable security code.

Mail or fax your order as indicated below:

**Purium Health Products  
1495 Seabright Ave.  
Long Beach, CA 90813**

**Fax 866-PHP-FAX1 or 866-747-3291**

Ordering by Phone: **888-747-6733**

Please have your order ready and give your Purium ID # to the order entry representative. You will also need your shipping address, credit card information: the number, expiration date and billing address if not on file and the credit card security code.

### Back-Up Orders

Professionals, Members and Retail Customers can sign up for Back-Up Orders. These orders will automatically ship on the 21st of each month, unless an order of 50 BV or more is placed prior to the 21st within the same calendar month or its cancelled prior to the 21st of that month. Members that sign up for an Active 50 BV Back-Up order will automatically be upgraded to a PLC Member, which has added benefits. Retail customers that sign up for an Active 50 BV Back-Up order will automatically be upgraded to a Premier Customer, with specific added benefits. Conversely, if a PLC Member cancels their Back-Up order, they will be changed to a (standard) Member. If a Premier Customer cancels their Back-Up order, they will be changed to a Retail Customer.

To set up a Back-Up account, place an order online and click on 'Yes' when it asks if you would

like to “enable this order to be shipped to you every month as a Back-Up Order.” Members and Professionals can also log into their Back Office Suite and create their monthly Back-Up order under the Web & Back-Up Order Preferences tab. If you prefer to set up your Back-Up Order by phone, call (888) 747-6733.

#### **Payment for Back-Up Orders:**

It is the responsibility of the Customer to insure that a valid payment option is provided for monthly processing. Purium is not responsible for any undelivered product or a Member or Professional not attaining qualifications or earnings resulting from declined or invalid payment options.

Changes to a Back-Up order must be placed 48 hours prior to the Back-Up order date of the 21st. The changes will take effect with your next order. Changes to Back-Up orders can also be done by Members or Professionals through their back office by clicking on Account > Back-up Order. Please be advised, once Back-Up is in process on the 21st, we cannot cancel the order.

#### **Sales Tax**

Purium is required by law to collect the applicable sales tax on products purchased, for both retail sale and personal use.

#### **Payment Methods**

Purium will accept the following forms of payment for an order: **Cash (must be exact change), Personal Check, Money Order, Visa, MasterCard, American Express, Discover, or COD.**

Checks and money orders must be made payable to Purium Health Products, Inc. in the full amount of the order, including applicable sales tax.

The following information must appear on each pre-printed check: **account holder's name, home address. (The home phone number should also appear to assist Purium if there is a need to contact the new customer.)** Temporary checks will not be accepted.

**1. If a check is returned unpaid, Purium may immediately suspend payment privileges to use personal checks. A \$25 Return Check Charge will automatically be charged to the Member or Professional's account.**

**2. Failure to promptly resolve a returned check is considered a breach of the Agreement. Any uncollected amount may be deducted from future Commissions and Bonuses.**

**3. In the event an authorization of the check is attempted and denied, the order cannot be accepted unless another acceptable form of payment is received.**

All Credit Card payments will be submitted to the credit card company for approval prior to processing the order. In the event that the credit card company refuses to authorize the full payment, Purium will notify the credit card holder. If the credit card payment cannot be resolved promptly, the order will not be processed. Purium cannot accept 3rd party credit cards without Customer Service being given the card holder's explicit authorization via telephone or email. C.O.D. orders will be charged \$7.50 each.

#### **Shipping and Handling**

Flat rate options are available for all domestic shipments based on the shipping destination and Member status. PLC Members pay \$10 less than other Members or customers. For Canadian Customers using a Gift Card for their first order, they can choose to ship their package via FedEx International for a rate that will not exceed \$50. Check our website under Shipping Terms for current terms and conditions.

#### **Back Orders**

We will ship all products currently in stock. Any out-of-stock items will be placed on back order and shipped as soon as the product is received. Business Volume (BV) on back ordered items will be included on your original order. If you receive a notice that delivery has been attempted, please contact the carrier to arrange for delivery. If you do not claim the package, it will be shipped back to Purium.

#### **Checking Your Order**

When you receive your order, be sure to check the boxes thoroughly. Smaller items often shift to the bottom of the box, which makes them difficult to see at first. Please do not discard the packing materials until they have been thoroughly checked and you can confirm that the product received matches the product listed on the shipping invoice. In the event that you cannot find an item that is listed on the invoice, you must notify us of the missing item within 10 days from date of delivery.

If you receive a notice that delivery has been attempted, please contact the carrier to arrange for delivery. If you do not claim the package, it will be shipped back to Purium.

#### **Ordering Errors**

Orders received, which contain errors in pricing or addition and do not match the money remitted will automatically be adjusted by the Home Office as follows:

**1. When the order is underpaid, you will be notified by Purium regarding the shortage.**

**2. When the order is overpaid, you will receive a credit for the amount of the overpayment.**

### **Damaged Shipments**

In the event damaged merchandise is received, you should follow these steps:

- 1. Accept the delivery.**
- 2. Document on the delivery receipt the number of damaged boxes and a description of them.**
- 3. Save the damaged products or boxes for inspection by the shipping agent.**
- 4. Contact Purium Order Entry at: 888-747-6733 within 10 days.**

## **ADVERTISING**

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### **Advertising Regulations**

Only Purium-supplied or approved advertising and literature may be used to promote the products and business plan. Any use of unauthorized advertising or literature may result in the termination of a Member account.

### **Compliance**

All Member/Professional personally-created material must first be submitted to the Corporate office via [compliance@puriumcorp.com](mailto:compliance@puriumcorp.com) for approval prior to distribution.

### **Medical Claims**

Members or Professionals may not make any medical or therapeutic claims regarding Purium products. If a customer has a medical problem, advise them to consult their physician.

### **Re-labeling or Re-packaging of Product**

The re-labeling or re-packaging of any Company product is expressly prohibited.

### **Trademarks**

The name Purium Health Products and the names of all Purium products are the trademarks of Purium Health Products, Inc. Only Purium is authorized to produce and market products and literature under these trademarks. Use of the Purium name on any item not produced by Purium Health Products is prohibited. The company name, trademarks, or the names of corporate executives, Board of Directors, employees, or any other professionals who endorse Purium may not be used in any form, without prior written approval from the Company.

### **Literature**

Company literature may not be duplicated or reprinted without prior written permission from Purium unless it was provided for download in the Distributor's Back Office.

Members or Professionals may order Company authorized business cards, letterhead, and stationary bearing the Purium name and logo. All business cards, letterhead, or other literature used by Members and Professionals must include the phrase "Independent Distributor."

### **Electronic Media**

Members or Professionals are prohibited from using the name Purium Health Products® or the name of Purium Health Products' products in radio, television, cable television or internet advertising, or public appearances to publicize Purium or its products except with the express written approval of Purium. Members may not produce for sale any recorded Company events or speeches without prior written permission from Purium. Members or Professionals may not reproduce any recording of Company produced audio or video presentations for sale or for personal use.

### **Ads**

As independent contractors, Members or Professionals are allowed to promote their business in any legal manner and may advertise without Company approval if they do not use the Purium name or trademark or make any medical or therapeutic claims regarding Company products.

### **Fairs and Trade Shows**

Members or Professionals may promote their business at fairs and trade shows. However, Purium products must be displayed in a professional manner. The Company must approve any use of its name or trademarks, such as on signs and banners. Such approval must be secured at least two weeks prior to the fair or trade show.

### **Misleading Customers**

Members or Professionals may not answer their telephone, use websites or other electronic media, or describe themselves, in any manner that would lead a customer or potential customer to believe that he or she is communicating with the corporate offices of Purium Health Products.

### **Income Representation**











When presenting or discussing the Purium Compensation Plan, you must make it clear to prospects that financial success with Purium requires commitment, effort, and sales skill. Conversely, you must never represent that one can be successful without diligently applying themselves. Examples of misrepresentations in this area include:

- *It's a turnkey system;*
- *The system will do the work for you;*
- *Just get in and your downline will build through spillover;*
- *Just join and I'll build your downline for you;*

- **The company does all the work for you;**
- **You don't have to sell anything; or**
- **All you have to do is buy your products every month.**

The above are merely examples of improper representations about the Compensation Plan. It is important that you do not make these or any other representations that could lead a prospect to believe that they can be successful as a Purium Member without commitment, effort, and sales skill.

#### MONTHLY AVERAGE EARNINGS • JANUARY 2014 - JUNE 2014

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

#### Extraneous Materials and Products

Only Purium products and authorized promotional material may be sold or displayed at any Purium scheduled opportunity meeting, seminar or in-home presentation.

#### Media Inquiries

With increasing public interest in Purium, Members may be contacted by the media. When this happens, please contact the Purium Marketing Department immediately. No Member is authorized to make any statements or comments to the media with reference to any or all of the Company's officers, products, or procedures beyond what is approved by Purium or provided in press releases supplied by the Company. This policy is to assure accuracy and a consistent public image. No media advertising is authorized without prior written approval from the Company.

#### Do-Not-Call Regulations

Members and Professionals must conduct their business in accordance with state and federal do-not-call regulations.

#### Liability

Violation of any of the rules in the Policies and Procedures by a Member or Professional will be grounds for termination of the individual's status. The Member or Professional will be liable for damages resulting from unauthorized use of Purium copyrights, trademarks, and materials.

## INTERNET POLICIES

#### Domain names, URLs, and Search Engines

Members and customers are prohibited from using the names "Purium Health Products," "10-Day Transformation," "Power Shake," "David Sandoval," "Million Mom Movement" or any trademarked names of products, programs, or anyone working in the corporate office, in part or in full, within their domain names, URLs or Search Engine Optimization. Members may use nutrition or business related names and can include mention of Purium within the page. Member must make it clear that they are an independent distributor. All marketing efforts should be sent to compliance@puriumcorp.com for approval.

#### Social Media: Facebook, Twitter, Pinterest, Instagram, etc.

In the past we have prohibited Members and professionals from using the company name or product names in part or in full within the names of their Social Media sites. After considering input from the Field Advisory Board, we have now compromised on this and expanded this policy to allow certain uses of these names. In our new standard, the first part of the name or URL for the Member's social media site must consist of the Purium business owner's name / business and only the 2nd half may consist of the name "Purium," "10-Day Transformation," "Million Mom Movement," or any of our product names such as the "Power Shake."

**Here are a few examples that do and do not comply with the Purium social media policies:**

<b>Do comply</b>	<b>Do NOT comply</b>
Jane Smith Purium	Purium Jane Smith
Smith Enterprises, LLC Purium	Purium Smith Enterprises
Team Jane Smith Purium	Purium Team
Jane Smith Purium Recipes	Purium Recipes
Joe Smith Purium Athletes	Purium Athletes
Joe Smith Purium Hawaii	Purium Hawaii
Joe Smith Purium Health Products	Purium Health Products
Joe Smith Purium Health	Purium Health
Joe Smith Purium 4 U	Purium 4 U
Jane Smith 10 Day Transformation	10 Day Transformation
Jane Smith Purium Gift Card	Purium Gift Card
Jane Smith Power Shake	Power Shake

**Purium Personal Websites**

To have a strong business, you need an outstanding website. Any business that wants to grow and prosper must stake their claim on the World Wide Web.

At Purium Health Products, we are proud to bring our Members and Professionals one of the most advanced series of websites in the network marketing and nutritional industries. In addition, we offer a personalized version of this website absolutely FREE to all of our Members and Professionals. This is just one of the many ways we show our commitment to helping you succeed in your Purium business.

Purium Member and Professional sites contain approved information about the Company, its products and the Purium Health Products business opportunity. All images and information related to Purium Health Products and its products that are found on Member and Professional sites are protected by copyright and Purium reserves the legal rights to these images and information. Members and Professionals may not reproduce or incorporate product descriptions, media presentations, images, scientific studies, or other content from the Company or Member/Professional websites for use on personal or other independent websites.

**Digital Media Submission (YouTube, Vimeo, iTunes, PhotoBucket etc.)**

Members may upload, submit or publish Purium-related video, audio or photo content that they develop and create so long as it aligns with Purium's values, contributes to the Purium community greater good, and is in compliance with Purium's Policies and Procedures. All submissions must clearly identify you as an Independent Purium Member in the content itself and in the content description tag, must comply with all copyright/legal requirements, and must state that you are solely responsible for this content. Members may not upload, submit or publish any content (video, audio, presentations or any computer files) received from Purium or captured at official Purium events or in buildings owned, leased, or operated by Purium without prior written permission from Purium.

**Email Addresses**

Purium Members may use our names and product names in their personal email address. Members are prohibited from spamming any prospects, especially those people they do not personally know.

**Personal Websites**

Purium Members or Professionals may have their own personal websites or use Social Media websites to introduce themselves and promote their business opportunity. However, except as described in the following paragraph, these personal sites may not use the name Purium Health Products®, the Purium Health Products logo, or the name of any Purium product without the prior written approval of the Home Office.

Personal websites may not contain any detailed information about the Company, its products or its business opportunity. Members and Professionals may only display the Company approved images of Purium products and trademarks that are made available in the Back Office. All images and information related to Purium Health Products and its products are protected by copyright and Purium reserves all legal rights to these images and information.

A Purium Member or Professional's personal site may not make any medical claims about Purium or other nutritional products or relay personal medical experiences after using Purium products. In addition, Members and Professionals may not represent that the Company or its products have been approved or endorsed by any government agency. A Purium Member or Professional may not make unsubstantiated income claims about the business opportunity or misrepresent the amount of time and effort required to build a Purium home based business. Members and Professionals may not reproduce or incorporate product descriptions, media presentations, images, scientific studies or other content from the Company or Member websites for use on personal or other independent websites.

Please send all marketing efforts, including personal websites to [compliance@puriumcorp.com](mailto:compliance@puriumcorp.com). Purium has the right to reject any web alias for any reason. The Company reserves the right to require you or your Internet Provider to remove any content from any site that is in any way associated with Purium, its products or its business opportunity, if the Company, in its sole discretion, deems such content to be harmful as to its trade name, trademarks, copyrights or business plan.

**Web Alias**

A Web Alias is the personal word or name chosen for your personal replicated website. Your Web Alias will also serve as the Code your prospects will use to redeem one of your \$50-off gift cards. Please note your Web Alias must be

6 – 25 characters. (NOTE: must contain 1 letter.) The Web Alias can contain alphanumeric character and a dash or underscore (-, \_) No spaces allowed and no periods or full website addresses. Members and Professionals are prohibited from using "Purium Health Products," any trademarked Purium product or Purium program names (such as "10-Day Transformation," etc) or the name(s) of anyone the corporate team, or any closely related or confusing variation thereof in their Web Alias. If you need to change your web alias, please contact Customer Service at (888) 747-6733 or support@puriumcorp.com to request a new one.

### **Linking a Personal site to a Purium Member Website**

Only Independent Purium Health Products Members and Professionals have permission to link a non-Purium website to the corporate Purium Health Products website or to any Purium Member website. Any other linkage without express written permission from Purium is strictly prohibited. Members cannot sell two products from different companies for the same price or sell a package that includes other products with Purium products.

Purium Members and Professionals are permitted to link a personal website to their Purium Member/Professional site as long as their personal website is in compliance with all Purium Health Products Policies and is consistent with Purium's business.

### **Use of Unsolicited Email, Internet Bulletin Boards, Newsgroups, and Chat Rooms**

Members and Professionals are strictly prohibited from sending unsolicited emails to advertise Company products or the Purium business opportunity. This prohibition includes messages that allude to the Company or products without specifically naming them. Unsolicited email includes, but is not limited to:

- 1. Sending email to unknown individuals not associated with the Company without prior consent of the addressee.**
- 2. Using a blank email service to send email without prior consent of the addressee.**
- 3. Sending email to selected specialty newsgroups or electronic bulletin boards i.e., health-related, business or general information.**

Posting electronic messages on Internet Bulletin Boards and Newsgroups is permitted. However, all such postings must be in compliance with all Purium Policies.

Members or Professionals who choose to participate in Chat Rooms do so at their own risk and are responsible for all statements made in this medium. Members should observe Com-

pany policies prohibiting medical, product, and income representations during Chat Room sessions.

Violation of this policy STATED ABOVE may result in disciplinary action including, but not limited to, suspension or termination, in accordance with Company Policies and Procedures.

## **GENERAL PROVISIONS**

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### **Waiver**

The failure of Purium to exercise any rights stated in the Policies and Procedures, Compensation Plan, or the Purium Application and Agreement (or to require strict compliance with any provision hereunder) will not constitute a waiver of Purium's right to demand compliance. An officer of the Company must affect any waiver by Purium in writing.

### **Jurisdiction and Venue**

All disputes and claims relating to Purium, its Compensation Plan or its products, the rights and obligations of a Member or Professional and Purium, or any other claims or causes of action relating to the performance of either a Member or Professional of Purium under the Agreement, or a Member or Professional's purchase of products shall be settled totally and finally by arbitration in Long Beach, California or other location as Purium prescribes, in accordance with the Federal Arbitration Act and the Commercial Arbitration Rules of the American Arbitration Association. There shall be one arbitrator, an attorney at law, who shall have expertise in business law transactions selected from the panel provided by the American Arbitration Association. If at all possible, this attorney should also be knowledgeable in the direct sales industry. Each party to the arbitration shall be responsible for its own costs and expenses of arbitration, including legal and filing fees. If a Member or Professional files a claim or counterclaim against Purium, they shall do so on an individual basis and not The existence of any claim or cause or action of a Member or Professional against Purium, whether predicated on the Agreement or otherwise, shall not constitute a defense to Purium's enforcement of a Member or Professional's covenants and agreements contained in the Agreement of those separate agreements. Notwithstanding the foregoing, and the arbitration provision, residents of the State of Louisiana shall be entitled to bring an action against Purium in their home forum and pursuant to Louisiana law.

### **Exclusive Rules**

**1. The Policies and Procedures, Compensation Plan, Purium Application and Agreement, and the instruments and documents referred to herein, constitute the entire understanding of the parties with respect to the subject matter.**

**2. Purium may amend the Agreement, the Policies and Procedures, prices, company literature or the details of the Compensation Plan, without prior written notice, effective upon publication or transmittal of such amendment in official Purium publications, literature or other written or oral communication, including postings on the Company's website, as applicable.**

**3. If under any applicable and binding law or rule of any applicable jurisdiction, any provision of the Agreement, including these Policies and Procedures, or any specification, standard or operating procedure which Purium has prescribed is held to be invalid or unenforceable, Purium shall have the right to modify the invalid or unenforceable provision, specification, standard or operating procedure or any portion thereof to the extent required to be valid and enforceable. Members and Professionals shall be bound by any such modification. The modification will be effective only in the jurisdiction in which it is required.**

**4. The obligations of a Member or Professional to confidentiality shall survive the termination of the Agreement with any other Members or Professionals or as part of a class action. The decision of the arbitrator shall be final and binding on the parties and may, if need be, be reduced to a judgment in any court of competent jurisdiction. This agreement of arbitration shall survive any termination or expiration of the Agreement. Notwithstanding the foregoing, the arbitrator shall have no jurisdiction over disputes relating to the ownership, validity, or registration of any mark or other intellectual property or confidential information of Purium without Purium's prior written consent.**

**Purium may seek any applicable remedy in any applicable forum with respect to these disputes and with respect to money owing to Purium. In addition to monetary damages, Purium may obtain injunctive relief against a Member or Professional for any violation of the Agreement, and for any violation or misuse of Purium's trademark, copyright or confidential information. Nothing in this policy shall prohibit Purium from applying to and obtaining from any court having jurisdiction a writ of attachment, a temporary injunction, preliminary injunction or other injunction or emergency relief available to safeguard and protect Purium's interest prior to the filing of or during or following any arbitration or other proceeding or pending the handing down of a decision or award in connection with any arbitration or other proceeding.**

## DEFINITION OF TERMS

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### 1099

United States tax form for self-employed or independent contractors, to inform them and the government how much money was paid to Purium. A 1099 is issued to those that earn \$600 or more in commissions in a calendar year.

### Accounting Fee

There is a \$3 Accounting Fee that is deducted from your commission check for any physical commission checks that must be mailed out. There is no Accounting Fee for those signed up for Direct Deposit and therefore we recommend that all Distributors sign up for direct deposit. To do so, log into your Back Office or contact Customer Service with the Name of the Bank, Bank Routing number, Your Account number, and Your Name as it appears on the account, and the Account status (Checking or Savings) for your bank account.

### Achieved Rank

The highest rank a Member has obtained since their initial enrollment. This rank is used for recognition purposes.

### Achievement Bonus

As Members move up in rank, they are rewarded at certain rank levels for their achievement with an Achievement Bonus. Achievement Bonuses are paid out to Consultants, Directors and Executives the first time they achieve the rank. The Achievement Bonus is part of the Monthly Commission Period and is paid monthly when applicable. New Members have the following time frames to meet the rank qualification:

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+ Months to meet the Director qualification. This means the new Member has 3 complete months PLUS the month in which he/she enrolls to achieve Director.

4+ Months to meet the Executive qualification. This means the new Member has 4 complete months PLUS the month in which he/she enrolls to achieve Executive.

### Achievement Matching Bonus

The Achievement Matching Bonus is the reward given to the Enroller of a member that receives an Achievement Bonus. The Achievement Matching Bonus follows the Enroller Tree (not Placement Tree) and does not include roll-up. The Enroller must be qualified at the rank of Achievement or above during the month of Achievement Month payout. The Achievement Matching Bonus is part of the Monthly Commission Period and is paid monthly when applicable.



### **Active**

A Member that has 50 BV of personal volume in a Monthly Commission Period is considered Active.

### **Associate**

A Member qualifies as an Associate when he/she has Personal Volume of 50. An Associate is eligible to earn commissions 1 level deep in the Unilevel Bonus, 1 level in the First Order Bonus, and 1 level in the Professional Bonus.

### **Back Office**

The section within the Purium website where Members can get detailed info about their sale activities, send/receive emails, and have access to info such as literature, recordings, order forms, company info, sales aids, etc. Members must log-in to the website to access their Back Office.

### **Back-Up Order**

A Back-Up Order is an order that a Member or Professional can create that will automatically ship on the 21st of each month if they do not place a personal order of 50 BV or more by the 20th within the same calendar month at 11:59 PM Central Standard Time. All Members that have an Active Back-Up Order of 50 BV or more on file will automatically be upgraded to a PLC Member and have added benefits (see PLC Member). If the Back-Up Order is canceled or falls below 50 BV, PLC Members will automatically be changed to Members.

### **Black Diamond**

A Member qualifies as a Black Diamond when he/she has Personal Volume of 100, 6 Active Personally Enrolled Associates, 1 Diamond leg + 2 Executive legs, and a Group Volume of 75,000 (within 8 levels compressed). A Black Diamond is eligible to earn commissions 8 levels deep in the Unilevel Bonus, 2 levels in the Infinity Bonus, 4 levels in the First Order Bonus, 4 levels in the Professional Bonus (all compressed), and a 10% Matching Bonus on Generations 1 and 2. Also, if qualified can share in the 1% Black/Red Diamond Pool and earn a Lifestyle Bonus.

### **Blue Diamond**

A Member qualifies as a Blue Diamond when he/she has Personal Volume of 100, 6 Active Personally Enrolled Associates, 3 Executive legs and a Group Volume of 50,000 (within 8 levels compressed). A Blue Diamond is eligible to earn commissions 8 levels deep in the Unilevel Bonus, 2 levels in the Infinity Bonus, 4 levels in the First Order Bonus, 4 levels in the Professional Bonus (all compressed), and a 10% Matching Bonus on Generation 1 and 5% Matching bonus on Generation 2. Also, if qualified can share in the 1% Diamond Pool and earn a Lifestyle Bonus.

### **Blue Diamond Trip**

All Blue Diamonds and above are invited to participate in the Blue Diamond Retreat event once in their careers. Must be an active Purium Member who has qualified or re-qualified at the Blue Diamond rank (or above) within the most recent 6-month period (from the date of the event) to participate in a Blue Diamond Event.

Members must reserve their space prior to the published deadline date via RodneyL@purium-corp.com. If you are considered a "no-show" or do not cancel by the published deadline, this incentive trip will be considered forfeited. If you cancel prior to the published deadline, you are still able to qualify for a future trip based on the above qualifications.

### **Builder**

A Member qualifies as a Builder when he/she has Personal Volume of 50, 1 Active Personally Enrolled Associate and a Group Volume of 300 (within 8 levels compressed). A Builder is eligible to earn commissions 2 levels deep in the Unilevel Bonus, 2 levels in the First Order Bonus, and 2 levels in the Professional Bonus (all compressed).

### **Business Volume (BV)**

The point value assigned to each product that counts toward a Member's Personal Volume Qualification and used to calculate commissions. Sales aids have no BV, unless indicated as so in official Purium publications.

#### **Commission Period**

The Purium Compensation Plan has both Weekly Commission Periods and Monthly Commission Periods.

The Weekly Commission Period begins every Saturday at 12:00 AM and ends the following Friday at midnight Central Standard Time. Weekly Commissions are paid out on the subsequent Friday. (If the Friday falls on a holiday, commissions are paid on the previous business day)

The Monthly Commission Period begins the first day of the calendar month and ends the last day of that same month. Monthly commissions are paid out on the 15th of following month after the commission period. (If the 15th falls on a weekend or holiday, commissions are paid on the previous business day)

### **Commissions**

The income earned from the published Purium Compensation Plan, which is based on your Rank achieved. The Rank is determined by the activity requirements and group volume you have achieved in any month. We encourage signing up for Direct Deposit to avoid the \$3 accounting fee assessed on paper checks (see Accounting Fee.)

## Company

The term Company as it is used throughout these policies and the literature means Purium Health Products.

## Compensation Plan

System used to calculate the rank and commission payout for a Purium Distributor. The Purium Compensation Plan includes Weekly and Monthly payouts.

## 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 Distributors.

## Consultant

A Member qualifies as a Consultant when he/she has Personal Volume of 50, 2 Active Personally Enrolled Associates and a Group Volume of 1,000 (within 8 levels compressed). A Consultant is eligible to earn commissions 4 levels deep in the Unilevel Bonus, 3 levels in the First Order Bonus, and 3 levels in the Professional Bonus (all compressed). A Consultant also earns an Achievement Bonus in the month that they first qualify as Consultant.

## Crown

A Member qualifies as a Crown when he/she has Personal Volume of 200, 12 Active Personally Enrolled Associates, 1 Blue Diamond leg + 2 Diamond legs (or 50% rule) and a Group Volume of 150,000 (within 9 levels compressed).

A Crown is eligible to earn commissions 8 levels deep in the Unilevel Bonus, 2 levels in the Infinity Bonus, 4 levels in the First Order Bonus, 4 levels in the Professional Bonus (all compressed), and a 10% Matching Bonus on Generations 1 and 2 and a 5% Matching bonus on Generation 3. Also, if qualified can share in the 3% Crown Pool and earn a Lifestyle Bonus.

## Crown (2-Star)

A Member qualifies as a 2-Star Crown when he/she has Personal Volume of 200, 12 Active Personally Enrolled Associates, 2 Blue Diamond legs + 1 Diamond legs (or 50% rule) and a Group Volume of 200,000 (within 9 levels compressed). A 2-Star Crown is eligible to earn commissions 8 levels deep in the Unilevel Bonus, 2 levels in the Infinity Bonus, 4 levels in the First Order Bonus, 4 levels in the Professional Bonus (all compressed), and a 10% Matching Bonus on Generations 1 and 2 and a 5% Matching bonus on Generation 3. Also, if qualified can share in the 3% Crown Pool and earn a Lifestyle Bonus.

## Crown (3-Star)

A Member qualifies as a 3-Star Crown when he/she has Personal Volume of 200, 12 Active Personally Enrolled Associates, 3 Blue Diamond legs (or 50% rule) and a Group Volume of 300,000 (within 9 levels compressed). A 3-Star Crown is eligible to earn commissions 8 levels deep in the Unilevel Bonus, 2 levels in the Infinity Bonus, 4 levels in the First Order Bonus, 4 levels in the Professional Bonus (all compressed), and a 10% Matching bonus on Generations 1, 2, and 3. Also, if qualified can share in the 3% Crown Pool and earn a Lifestyle Bonus.

## Crown (4-Star)

A Member qualifies as a 4-Star Crown when he/she has Personal Volume of 200, 12 Active Personally Enrolled Associates, 4 Blue Diamond legs (or 50% rule) and a Group Volume of 400,000 (within 9 levels compressed). A 4-Star Crown is eligible to earn commissions 8 levels deep in the Unilevel Bonus, 2 levels in the Infinity Bonus, 4 levels in the First Order Bonus, 4 levels in the Professional Bonus (all compressed), and a 10% Matching bonus on Generations 1, 2, and 3. Also, if qualified can share in the 3% Crown Pool and earn a Lifestyle Bonus.

## Crown (5-Star)

A Member qualifies as a 5-Star Crown when he/she has Personal Volume of 200, 12 Active Personally Enrolled Associates, 5 Blue Diamond legs (or 50% rule) and a Group Volume of 500,000 (within 9 levels compressed). A 5-Star Crown is eligible to earn commissions 8 levels deep in the Unilevel Bonus, 2 levels in the Infinity Bonus, 4 levels in the First Order Bonus, 4 levels in the Professional Bonus (all compressed), and a 10% Matching bonus on Generations 1, 2, and 3. Also, if qualified can share in the 3% Crown Pool and earn a Lifestyle Bonus.

## Crown Pool

A Pool Bonus shared by Paid Rank of Crown or higher. It pays 3% based on the Total BV for Purium in North America, which is split between each qualified Crown depending on shares obtained in a Commission Period. The Crown must create 1 new Director or above within 9 levels during the month (which must not be below another Crown). The shares obtained are dependent upon the Paid Rank achieved. The Crown Pool is part of the Monthly Commission Period and is paid monthly when applicable.

## Crown Trip

When a person achieves rank of Crown by November of the calendar year for the first time, they are eligible to go on that year's Crown trip. Those who have already gone on the trip have to qualify in 8 out of 11 months between January and November of that same calendar year to qualify to attend that year's Crown Trip or advance to the next Crown rank by November of the calendar year. *Members must reserve their space prior to the published deadline date via*

RodneyL@puriumcorp.com. If you are considered a "no-show" or do not cancel by the published deadline, this incentive trip will be considered forfeited. If you cancel prior to the published deadline, you are still able to qualify for a future trip based on the above qualifications.

### **Customer Type**

There are five types of Customers:

- 1. Professionals - Business Builders that receive a 45% discount**
- 2. Purium Lifestyle Club (PLC) Members - Business Builders with a 50 BV Back-Up order that receive a 30% discount**
- 3. Members - Business Builders that receive a 15% discount.**
- 4. Premier Customers - Customers with a 50 BV Back-Up order that pay full retail price, but have additional benefits.**
- 5. Retail Customers - Customers that pay full retail price.**

Professionals, PLC Members and Members are also known as Distributors. Customers that order through the Online Shopping Cart without enrolling in the Membership program or signing up for a Back-Up order will be Retail Customers. Customers that order over the phone with Customer Service that do not ask to enroll as a Member or Professional will automatically be a Retail customer or Premier Customer (depending upon whether they sign up for a Back-Up Order).

### **Diamond**

A Distributor qualifies as a Diamond when he/she has Personal Volume of 100, 6 Active Personally Enrolled Associates, 3 Consultant legs and a Group Volume of 15,000 (within 8 levels compressed). A Diamond is eligible to earn commissions 8 levels deep in the Unilevel Bonus, 4 levels in the First Order Bonus, 4 levels in the Professional Bonus (all compressed), and a 10% Matching Bonus on Generation 1. Also if qualified can share in the 1% Diamond Pool and earn a Lifestyle Bonus.

### **Diamond Pool**

A Pool Bonus shared by Paid Ranks of Diamond. There are 2 Levels of Diamond Pool that each payout 1%. They pay based on the Total BV for Purium in North America, which is split between each qualified Diamond depending on shares obtained in a Commission Period. The Levels of Diamond Pools are as follows:

- **1% Diamond Pool – Diamond, Green Diamond, Blue Diamond**
- **1% Black/Red Diamond Pool – Black Diamond and Red Diamond.**

The Diamond must create 1 new Consultant (or above) from a Builder (or below) within 8 levels during the month (which must not be below another Diamond or above). The New Consultant (or above) must not be below another Diamond except the first month in which a downline Member achieves the rank of Diamond (or above) then, the Consultants in this leg will count toward achievement of the bonus in this month only. Once a downline Member is a Diamond for more than one month, this leg is blocked and cannot be used as a leg that generates qualifying Consultants. The New Consultant does not have to be personally enrolled.

The Diamond Pool Level and shares obtained are dependent upon the Paid Rank achieved. The Diamond Pool is part of the Monthly Commission Period and is paid monthly when applicable.

### **Diamond Club Trip**

All Diamonds and above are invited to participate in the Diamond Club event once in their careers. Must be an active Purium Member who has qualified or re-qualified at the Diamond rank (or above) within the most recent 6-month period (from the date of the event) to participate in a Diamond Event.

Members must reserve their space prior to the published deadline date via RodneyL@puriumcorp.com. If you are considered a "no-show" or do not cancel by the published deadline, this incentive trip will be considered forfeited. If you cancel prior to the published deadline, you are still able to qualify for a future trip based on the above qualifications.

### **Director**

A Member qualifies as a Director when he/she has Personal Volume of 50, 3 Active Personally Enrolled Associates and a Group Volume of 2,500 (within 8 levels compressed). A Director is eligible to earn commissions 6 levels deep in the Unilevel Bonus, 4 levels in the First Order Bonus, and 4 levels in the Professional Bonus (all compressed). A Director also earns an Achievement Bonus in the month that they first qualify as Director.

### **Distributor**

"Distributor" is a synonymous term that is used interchangeably with "Professional" and "Premier Member" and "Member" and "Business Builder."

### **Dream Events**

As Members move up in rank, they are rewarded for their achievement at certain ranks with a Dream Event.

Current Purium Dream Events include:

- **Diamond Trip to corporate facility in Long Beach, CA**
- **Blue Diamond Trip to the Native Springs Oasis**

in Weldon, CA

• **Crown Trip**

***(Dream Events are subject to change at any time at the discretion of the company. The company also has the right to refuse attendance of Members if they violate the Policies and Procedures.)***

**DREAMS technology platform**

Stands for Daily Recruiting Earning Activity Management System. DREAMS technology platform is a completely integrated web and mobile platform combining product detail, enrollment, ordering, reporting, management, and social sharing tools to grow your business. Anywhere. Anytime.

**Enroller**

A Distributor that introduces and signs up another Distributor. An Enroller is the first upline Distributor of any given Distributor in the Enroller Tree.

**Executive**

A Member qualifies as an Executive when he/she has Personal Volume of 50, 4 Active Personally Enrolled Associates and a Group Volume of 6,000 (within 8 levels compressed). An Executive is eligible to earn commissions 7 levels deep in the Unilevel Bonus, 4 levels in the First Order Bonus, and 4 levels in the Professional Bonus (all compressed). An Executive also earns an Achievement Bonus in the month that they first qualify as Executive.

**Fee** - See Accounting Fee.

**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 Volume requirement for that rank. The other 50% of the Group Volume will come from all other legs.

**First Order Bonus**

A bonus that pays on the first orders of Members and Premier Members up to 4 levels compressed in your Enroller Tree, based on Paid Rank in the previous month or current month to date. The First Order Bonus is part of the Weekly Commission Period and is paid weekly when applicable. The First Order volume that is paid as part of the weekly First Order Bonus is not paid again in the Monthly Unilevel bonus.

**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 Code**

A Gift Card Code is generated when a New Member or Professional enrolls. Each new Member and Professional receives a minimum

of 5 gift cards upon enrolling. This Gift Card Code is the same as your web alias. The Gift Card Code is shared with prospects in North America to get \$50 off their first purchase with Purium. (Only one allowed per household. Shipping and Handling applies to all orders, even those picked up at Will Call.)

**Gift Card Program**

Gift Cards may be given by a Member that has purchased them to their new prospects for their first order. 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).

**Green Diamond**

A Member qualifies as a Green Diamond when he/she has Personal Volume of 100, 6 Active Personally Enrolled Associates, 3 Director legs and a Group Volume of 30,000 (within 8 levels compressed). A Green Diamond is eligible to earn commissions 8 levels deep in the Unilevel Bonus, 1 level in the Infinity Bonus, 4 levels in the First Order Bonus, 4 levels in the Professional Bonus (all compressed), and a 10% Matching Bonus on Generation 1 and 5% Matching bonus on Generation 2. Also if qualified can share in the 1% Diamond Pool and earn a Lifestyle Bonus.

**Group Volume (GV)**

The Volume in your Organization, from 8 levels deep (using compression) including your own Personal Volume. The Group Volume for Crown Rank and higher is based on 9 levels deep (using compression).

**Home Office**

**1495 Seabright Ave. Long Beach, CA 90813**  
**(p) 888-747-6733**  
**(f) 866-Purium-FAX1 / 866-747-3291**

**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 that Green Diamond in that leg. If the Green Diamond is within your first 9 Levels, then you will receive the 2% bonus only on your 9th Level in that leg.

- The Blue Diamond through Royal II Crown 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. The Infinity Bonus is part of the Monthly Commission Period and is paid monthly when applicable.

### **Level**

The depth of a Member in an Organization, i.e., first level, second level, etc.

### **Lifestyle Bonus**

A Bonus dollar amount that is paid to those that qualify and have a Paid Rank of Diamond or higher. To qualify:

- **Diamond – Red Diamond:** The Diamond must create 1 new Consultant (or above) from a Builder (or below) within 8 levels during the month (which must not be below another Diamond or above). The New Consultant (or above) must not be below another Diamond except the first month in which a downline Member achieves the rank of Diamond (or above), then the Consultants in this leg will count toward achievement of the bonus in this month only. Once a downline Member is a Diamond for more than one month, this leg is blocked and cannot be used as a leg that generates qualifying Consultants. The New Consultant does not have to be personally enrolled.
- **Crown – Royal Crown II:** must create one new Director (or above) within 9 levels during the month. The new Director (or above) must not be below another Crown. The New Director does not have to be personally enrolled.

The Lifestyle Bonus is part of the Monthly Commission Period and is paid monthly.

Manufacturer's Suggested Retail Price (MSRP)  
The Manufacturer's Suggested Retail Price (MSRP) is the recommended price for selling Purium products to Retail Customers and Premier Customers.

### **Loyalty Gift Card**

Also known as "\$50 Core3 Loyalty Gift Card." Buy any Enrollment Pack with a Loyalty Gift Card + 3 consecutive months of Core3 and save \$50 on your 4th Core3 purchase.

If a Member purchases a Pack with a Loyalty Gift Card and then purchases the Core3 product in the next 3 consecutive months following the initial purchase, their "Loyalty \$50 gift card"

is activated. On their 4th month/purchase of the Core3 product...they will receive a discount of \$50/40BV off the price.

### **Matching Bonus**

A 10% percent monthly bonus that is paid to Diamond Rank and higher. It matches the Unilevel/Infinity/First Order/Professional Bonuses on all personally enrolled Members on your 1st Generation. Matching bonuses of 5%-10% are also paid out on Generations 2, 3, and 4 depending upon rank achieved. Matching Bonuses use Dynamic Compression on all Generations to maximize payout. Example – Mary enrolls Fred. Fred gets a commission check in the amount of \$50 on his Unilevel/Infinity/First Order/Professional Bonuses. Mary will get a Matching Bonus of \$5 (i.e. 10% of \$50). The Matching Bonus is part of the Monthly Commission Period and is paid monthly when applicable.

### **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. Members are eligible to receive Retail Profit on their Customers and receive a 15% discount. They do not have an Active Back-Up Order of 50BV on file.

### **Member Price**

The Member price is the price that Members pay for Purium products and sales materials. Standard Member Price is a 15% discount from the Manufacturer's Suggested Retail Price (MSRP) on products (not including Sales Aids). PLC Member Price is a 30% discount from the Manufacturer's Suggested Retail Price (MSRP) on products (not including Sales Aids or Enrollment Packs).

### **Member Starter Kit**

Educational, promotional, and reorder materials that must be purchased for \$75.00 or with an Enrollment Pack to become a Member.

### **Minimum Payment Amount**

The Minimum Payment Amount for commissions is \$10. Commission Earnings are accumulated and held until the minimum payout amount is reached.

### **MLM (Multi-level Marketing)**

MLM is where Members build and manage their own sales force by recruiting, motivating, supplying, and training others to sell products. A Member's compensation is based on their Paid Rank in any given month.

### **Organization**

All Members sponsored directly by a Member, as well as those sponsored by other Members below that Member. For example: If A sponsors B, who sponsors C, who sponsors D, who sponsors E- then B, C, D and E are all in A's Organization.

### **Orphan**

Members who join Purium Health Products without being referred by anyone. This is not a common occurrence.

### **Paid Rank**

The rank at which a Member or Professional qualifies and is paid within a specific Commission Period. This is different than Achieved Rank. This rank is used for payment purposes.

### **Personal Group**

Your Personal Group consists of your account plus your Personally Sponsored Retail and Premier Customers.

**Platinum Health Europe** - 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](http://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.

### **Preferred Customer**

Preferred Customers are Customers that are "grandfathered" in the system and receive a 15% discount off Retail Price. This option is no longer offered.

### **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. PLC 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. PLC Members are eligible to receive Retail Profit on their Customers and receive a 30% discount.

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

### **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 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. Professionals must have a certification in an area of expertise which offers added value to a base of customers regarding health and human body. Professionals participate in the same Purium Compensation Plan as Members and can earn a Unilevel Bonus up to 8 levels deep. 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.

To maintain their Professional Membership, Professionals must have an accumulated Personal Volume of 500 BV every 3 months after enrolling as a Professional. If they do not maintain this volume requirement, they will be switched to PLC Member or standard Member (depending on whether they have a 50 BV Back Up Order on file or not). In order to re-qualify as a Professional if they are switched, they must submit another re-qualifying order of 500 BV.

Please note – maintaining your Professional Membership does not automatically qualify you for earning commissions.

### **Professional Plan**

Our 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 Professional orders.

The Professional Bonus pays on your Group Volume on all Professionals up to 4 levels compressed in your Unilevel Placement Tree, based on Paid Rank. The Professional Plan is part of the Monthly Commission Period and is paid monthly when applicable. A Professional's First order

is paid using the Enroller tree and is part of the Weekly Commission Period and is paid weekly when applicable.

### **Pool**

Shared commissions money paid out to those Distributors that qualify based on the Total BV of Purium in North America.

### **Red Diamond**

A Member qualifies as a Red Diamond when he/she has Personal Volume of 100, 6 Active Personally Enrolled Associates, 2 Diamond legs + 1 Executive leg and a Group Volume of 50,000 (within 8 levels compressed). A Red Diamond is eligible to earn commissions 8 levels deep in the Unilevel Bonus, 2 levels in the Infinity Bonus, 4 levels in the First Order Bonus, 4 levels in the Professional Bonus (all compressed), and a 10% Matching Bonus on Generation 1 and 2. Also, if qualified can share in the 1% Black/Red Diamond Pool and earn a Lifestyle Bonus.

### **Retail Customer**

Customer that pays the full Manufacturer's Suggested Retail Price (MSRP). Customer Type is automatically Retail when new customers place retail orders through a Distributor's website or through Customer Service. If a Retail Customer creates a Back-Up Order of 50 BV they will automatically upgrade to a Premier Customer with extra benefits.

### **Retail Profit**

The profit you make on purchases by Retail Customers. It is calculated by the difference between the price for product purchases paid by Retail Customers and the price a Distributor would pay. 100% of the Retail Profit is paid to the Distributor. (Please note: If a Gift Card is used, Retail profit is only based on Orders which are net \$20.) Retail Profit is part of the Weekly Compensation Period and is paid weekly.

### **Royal Crown**

A Member qualifies as a Royal Crown when he/she has Personal Volume of 200, 12 Active Personally Enrolled Associates, 3 Crown (no 50% rule) and a Group Volume of 750,000 (within 9 levels compressed). A Royal Crown is eligible to earn commissions 8 levels deep in the Unilevel Bonus, 2 levels in the Infinity Bonus, 4 levels in the First Order Bonus, 4 levels in the Professional Bonus (all compressed), and a 10% Matching bonus on Generations 1, 2, 3, and 4. Also, if qualified can share in the 3% Crown Pool and earn a Lifestyle Bonus.

### **Royal Crown II**

A Member qualifies as a Royal Crown when he/she has Personal Volume of 200, 12 Active Personally Enrolled Associates, 3 Crown (no 50% rule) and a Group Volume of 1,000,000 (within 9 levels compressed). A Royal Crown is eligible to earn commissions 8 levels deep in the Unilevel Bonus, 2 levels in the Infinity Bonus, 4

levels in the First Order Bonus, 4 levels in the Professional Bonus (all compressed), and a 10% Matching bonus on Generations 1, 2, 3, and 4. Also, if qualified can share in the 3% Crown Pool and earn a Lifestyle Bonus.

### **Sponsor**

A Member's upline by "placement." In most cases, the Enroller and the Sponsor are the same person, however, an Enroller may choose to "place" a new Member (within 1+ months) underneath another downline Member to assist with training, in which case the Enroller and Sponsor are then different people.

### **Unilevel Bonus**

A monthly bonus that pays on your Group Volume on all Members and Retail/Preferred 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 part of the weekly First Order Bonus.

### **Web Alias**

A web alias is the personal word or name chosen for your personal replicated Purium website - if you do not choose to personalize your web alias, your customer ID number/referral code will serve as your web alias. [www.mypurium.com/\[webalias\]](http://www.mypurium.com/[webalias]). Your chosen Web Alias will also serve as the Gift Card Code your prospects will use to redeem one of your \$50-off gift cards should you purchase any Gift Cards. Please note your Web Alias must be 6 - 25 characters (at least 1 letter) and may not contain "Purium Health Products," any trademarked Purium product or Purium program names (such as "10-Day Transformation," etc) or the name(s) of anyone the corporate team, or any closely related or confusing variation thereof in your Web Alias.

## IMPORTANT CONTACT INFORMATION

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### CORPORATE OFFICE/CUSTOMER SERVICE

Return Address  
(all returns must be sent to this address to be processed)  
Purium Returns Department  
1392 Sarah Place Unit B  
Ontario, CA 91761

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Mailing Address  
(for payment by personal check only)  
1542 Seabright Ave. Long Beach, CA 90813

Phone: 888-747-6733  
Fax: 866-PHP-FAX1 / 866-747-3291  
Website: [www.puriumcorp.com](http://www.puriumcorp.com)

Email: [support@puriumcorp.com](mailto:support@puriumcorp.com)

Call Center Hours: 6:00 AM – 7:00 PM PST  
/ 9:00 AM – 10:00 PM EST / 3 AM – 4 PM HST

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For Free Health, Nutrition, or Product Questions, please contact Michael Wohlfeld:  
Phone: 800-962-LIFE (5433)  
Email: [PuriumNaturopath@gmail.com](mailto:PuriumNaturopath@gmail.com)  
*Michael Wohlfeld is a licensed Naturopathic / natural health practitioner - customers are able to take advantage of this very valuable resource free of charge!*

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For Business-Building, Fast Start Training, Sales, or Marketing Questions, please contact David Litt:  
Phone: 720-261-9895  
Email: [davidlitt1@comcast.net](mailto:davidlitt1@comcast.net)

### PURIUM CONFERENCE CALL INFORMATION BUSINESS TRAINING CALLS

WHEN: TUESDAYS  
TIME: 3 PM HT / 6 PM PST / 9 PM EST  
CALL: (712) 432-7658, enter pin code 7873# when prompted. REPLAY: Listen online in your back office

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### BUSINESS OPPORTUNITY CALLS

WHEN: THURSDAYS  
TIME: 3 PM HT / 6 PM PST / 9 PM EST  
CALL: (712) 432-7658, enter pin code 7873# when prompted. REPLAY: Listen online in your back office

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### PURIUM LIFESTYLE CALL WITH DAVID SANDOVAL

WHEN: Wednesdays  
TIME: 3 PM HT / 6 PM PST / 9 PM EST  
Phone Number: (712) 432-7658, enter pin code 7873# when prompted.

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### ARCHIVED CONFERENCE CALLS

Conference Calls are archived in the Back Office. To access the links, log in to your Back Office, click on the Training Tools tab, and then click on the appropriate link in the Conference Call Archive section. You will then be given the option to either “stream” the call (to listen to it right then) or you can opt to “download” the call so you can save it and listen to it at any time. Please email or call Customer Service for assistance if you do not know your Back Office log-in information.

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### Have something to share? We would love to hear it!

Please contact (888) 747-6733 or e-mail [support@puriumcorp.com](mailto:support@puriumcorp.com) with any feedback, questions, comments, or suggestions!

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