



## Policies and Procedures 2019

### **Purpose of the Brand Partner Agreement and the Policies and Procedures**

The purposes of the Brand Partner Agreement and the Policies and Procedures include the following:

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

### **Policies and Compensation Plan Incorporated into Brand Partner Agreement**

These Policies and Procedures and the Compensation Plan, in their present form and as amended by Purium, Inc. (hereafter "Purium" or the "Company"), are incorporated into, and form an integral part of, the Purium Independent Brand Partner Application and Agreement ("Brand Partner Agreement"). It is the responsibility of each Brand Partner 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 Brand Partner 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 Brand Partner 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 Brand Partner Agreement, a Brand Partner 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 Brand Partners' back-offices; (4) inclusion in Company periodicals; (5) inclusion in product orders or bonus checks; or (6) special mailings. The continuation of a Brand Partner's Purium business, the acceptance of any benefits under the Agreement, or a Brand Partner's acceptance of bonuses or commissions constitutes acceptance of all amendments.

## BUSINESS BUILDING POLICIES

### **Code of Ethics**

Purium Brand Partners agree to conduct their business in an ethical and professional manner at all times. They will encourage all Brand Partners in their Organizations to abide by the letter and spirit of this code. Infractions to the Code of Ethics while conducting Purium business including, but not limited to, selling, recruiting, training, participating conference calls, and attending Purium events, will be held to the highest standard of ethical behavior.

## **Becoming a Brand Partner**

To become a Purium Brand Partner, each applicant must:

- **Be at least 18 years of age;**
- **Reside in the United States or U.S. Territories or Canada or country that Purium has officially announced is open for business;**
- **Provide Purium with his/her valid Social Security Number, Federal Tax ID Number or Social Insurance 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 Brand Partner or Sponsoring Brand Partner must verbally accept the Terms and Conditions. If it is the Sponsoring Brand Partner accepting the Terms and Conditions, it is the responsibility of the Sponsoring Purium Brand Partner to have a completed and signed Purium Application and Agreement Form, as they are verbally accepting the Terms and Conditions on the Enrolling Brand Partner's behalf.**

Purium reserves the right to accept or reject any Brand Partner 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 Brand Partner. In order to familiarize new Brand Partners 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 Brand Partner who terminates his or her Brand Partner Agreement pursuant to the terms of our Return policy.

## **Rights of Brand Partners**

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

Once an individual has a Brand Partnership with either of the 2 divisions, they automatically have a Brand Partnership with both – but must follow the policies and procedures applicable for each individual division.

## **Brand Partner Benefits**

Once a Brand Partner Application and Agreement has been accepted by Purium, the benefits of the Compensation Plan and the Brand Partner Agreement are available to the new Brand Partner. 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 Brand Partners 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 Brand Partners.**

## **Brand Partners 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 Brand Partner including taxes and insurance are the Brand Partner's sole responsibility. Brand Partners 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 Identification Number (Purium ID#)** Brand Partners will automatically be issued a personal Purium 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 or Canada Revenue Agency. Thereafter, the Purium ID# will be used for all Brand Partner correspondence and inquiries.

## **Tax Payer ID**

All Brand Partners 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 Brand Partners 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 Brand Partner 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 Brand Partner does business. Purium will collect and pay these taxes on the behalf of Brand Partners 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 Brand Partner submits their resale tax certificate, they will no longer be charged sales tax on products ordered from Purium; however, the Brand Partner is solely responsible for the collection, filing, and payment of taxes to the appropriate taxing authorities. Each Brand Partner 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 Brand Partners 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 Brand Partner 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 Brand Partner status.

#### **Annual Renewal**

Your Brand Partnership status is for a period of 12 months from the date you enroll in Purium. To maintain your Brand Partnership, you must make a product purchase from Purium every 12 months. If you do not order products from Purium for a period of 12 months, your status will become "Inactive" and you will lose your status as a Purium Brand Partner, as well as your downline and any commissions from orders they place once you are purged from the system. The downline of an Inactive Brand Partner will then be moved up to the next active Brand Partner. The Inactive Brand Partner 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 Brand Partnership and reapply to Purium in order to become a Brand Partner - please note that you will not be paid retroactively on commissions and will not have your downline reinstated. Brand Partner "purges" are done on a monthly basis and are not based on a calendar year.

#### **Bonus and Commission**

##### **Qualifications and Accrual**

A Brand Partner must be active and in compliance with the Agreement to qualify for bonuses and commissions. So long as a Brand Partner complies with the terms of the Agreement, Purium shall pay commissions to such Brand Partner in accordance with the Marketing and Compensation plan. The minimum amount for which Purium will issue a commission is \$10. If a Brand Partner'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 a Brand Partner's commission check for any physical commission checks that must be mailed out and therefore it is recommended that all Brand Partners 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 Brand Partners 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 Brand Partners of the corporation 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 Brand Partner who wishes to sell a non-Purium produced sales aid, training program, or service to another Purium Customer or Brand Partner, which supports the Purium products or business opportunity, must have the prior written permission of the Home Office.

In order to get permission, the Brand Partner should send in their documents outlining the purpose of the sales aid, the fee for the sales aid and if the Brand Partner expects to profit on the promotion of the sales aid 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 Brand Partner 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. Such attempts (even if unsuccessful) may result in termination of the Brand Partner's distributorship.

Purium Brand Partners 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 - this includes upline, cross-line and downline Customers and Brand Partners not personally enrolled into Purium.

### **Brand Partner Accounts**

Individual Brand Partners may only own one Purium Brand Partner position. Married couples will be considered as one Brand Partner. Purium allows for only 1 Brand Partnership 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 Brand Partners 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 upline sponsor.***

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

When a couple sharing a Brand Partner 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 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 will contact the customer in an attempt to find out who referred them to Purium 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 Brand Partner entitles you to sponsor other Brand Partners. Sponsors are responsible for:

- 1. Initial Training. It is important to introduce your Brand Partners to the Purium products, Compensation Plan, and Policies and Procedures. For example, when helping Brand Partners to enroll, Sponsors should make sure to be clear on the preparation needed for a 10-Day Transformation, the nature of the commission structure, the requirement to have personally-created advertising material approved by the Purium Compliance Dept, and the requirement for becoming a Brand Partner with 25% off, etc. The most successful will periodically contact all their Brand Partners 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 Brand Partners to make sure they understand them.***

### **Enrolling Other Brand Partners**

If several Brand Partners contact the same prospect, the prospect will choose the Brand Partner under which he/she wants to enroll. The Company reserves the right to settle all disputes and its decision will be final.

### **Transferring Placement of Brand Partners**

An Enroller may Place a new Brand Partner to any Brand Partner in his or her downline as long as the Brand Partner being placed has been a Purium Brand Partner 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 Brand Partner. No moves can be done in the last 7 days of a

calendar month. No moving of Retail Customers is allowed. Placements of Brand Partners 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 Brand Partners**

Purium is a relationship business and the relationship between the Enroller and the new Brand Partner is absolutely vital to the success of the downline structure, the Purium business opportunity and the overall health of our Brand Partnership community. For this reason, Purium actively discourages the movement of Enrollees as well as the Placement of Brand Partners 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/placement requests must be accompanied by written documentation of the unethical business practice.**

**B. Mistake in the Enrollment process. These move/placement 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 Brand Partner.

#### **Succession**

Upon the death or incapacity of the Brand Partner, 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 is provided with all necessary documentation. The successor Brand Partner must submit an Application and Agreement form and fulfill all responsibilities. The successor Brand Partner may be an existing customer as long as he or she complies with all Purium policies and procedures.

#### **Voluntary Cancellation**

A Customer or Brand Partner or 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.

Customers or Brand Partners who resign from the Company must wait 6 months to reapply under a new Sponsor. A Montana resident may cancel his or her Brand Partner 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 Brand Partner 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 Brand Partner 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 Brand Partner, 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 or elevate rank are prohibited. If a Brand Partner sells his/her Distributorship, this person must sit out 6 months and then re-enroll as a new Brand Partner. This enrollment may happen anywhere in the Purium organization but cannot be above any group of Distributors including the group he/she sold.

### **Disciplinary Actions**

A Brand Partner 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. Banishment from Purium conference calls and events.**
- 4. Withholding of commission checks.**
- 5. Reassignment of all or part of a Business Building Customer's Organization.**
- 6. Suspension, which may result in termination or reinstatement with conditions or restrictions.**
- 7. Termination of the Brand Partner. Involuntary Termination and Appeal Procedures**

Purium may, at its sole discretion, terminate a Brand Partner account at any time upon the occurrence of any of the following events:

- 1. If a Brand Partner breaches any term or condition of this Agreement or performs any illegal or unethical act.**
- 2. Any conduct by a Brand Partner, which is determined to damage the business or reputation of Purium, its Brand Partners, its products, or its programs.**
- 3. If a Brand Partner solicits or attempts to sponsor Purium customers into another network marketing, MLM, or direct sales program.**
- 4. If a Brand Partner attempts to promote or sell an unapproved Sales Aid or Training Program.**
- 5. If a Brand Partner sells or attempts to sell Purium products on Amazon, eBay or other retail websites or in retail stores in which more than 30% of the sales is derived from products sales on a shelf**
- 6. If a Brand Partner makes illegal or inappropriate product claims or income claims on a public-facing website or social media page.**
- 7. If a Brand Partner makes slanderous comments about the company, owners, products or Purium business opportunity on a public-facing website or social media page.**

In the event of a Brand Partner termination, the following procedures will be followed:

- 1. If cause exists for termination, the Home Office will inform the Brand Partner by Email at the latest address listed with the Company for the Brand Partner that his/her Brand Partner status is immediately terminated. The Brand Partner will have ten days from the receipt of email to appeal the termination in writing. Unless the Brand Partner 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 Brand Partner's Organization may be transferred to the first upline Brand Partner placed under a new sponsor in the same position within its original line of sponsorship.**
- 4. In the event that a Brand Partner 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 Brand Partners aware of other Customers or Brand Partners violating any of the Policies and Procedures should inform said Customer or Brand Partner of the violation and the reason for the rule. Most violations are due to a lack of information. If the Customer or Brand Partner 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. Brand Partners 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 Brand Partner's contact with them.

### **Confidential Information**

During the term of the Agreement, Purium may provide confidential information to its Brand Partners, including, but not limited to: Brand Partner 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 information. 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 Brand Partner, and the Brand Partner 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 publishes a Manufacturers' Suggested Retail Price (MSRP) for all its products. If a Brand Partner chooses to promote Purium products on an approved website, the product must be sold at the Suggested Retail Price unless specifically approved in writing by Purium management. Any promotion of Purium products on an unauthorized website or at an unauthorized price may result in termination of the Brand Partner's distributorship.

### **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 and face-to-face manner and allow temporary "Pop-up" displays of 6 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 or kiosks with a duration of 7 days or longer. The only exception is if the owner is a Purium Brand Partner 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 Brand Partners may wish to buy and resell products. While we do not discourage this, we want to remind Brand Partners 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 Brand Partners, Brand Partners may not sell products on Amazon, eBay, Open Sky or any other 3rd party online retailer. Brand Partners may also not post their Gift Card Code on coupon sites such as Retail Me Not, Groupon, Living Social, Coupons, She Saved, The Crazy Koupon Lady, Passion for Savings, Hip 2 Save, Price Blink, Mambo Sprouts, Grocery Guide, Money Saving Mom, etc.** Brand Partners may sell on their own personal websites as long as they are in compliance with all other policies set forth. Please submit all requests for promoting Purium products outside of iShopPurium.com to [compliance@puriumcorp.com](mailto:compliance@puriumcorp.com).

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

Brand Partners 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 Brand Partner 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 Exclusive Territories**

Purium is open to do business in the US and Canada. Purium's sister company, Platinum Health Products, is open to do business in the EU and UK. All Brand Partners are able to promote throughout these territories and no Brand Partner, or groups of Brand Partners, will be given exclusive rights within these countries.

## **International Orders**

Purium is open in the United States and Canada, www.iShopPurium.com is set up to take orders for Customers and Brand Partners within to these two countries only. Platinum Health Europe is open in all 27 countries in the European Union; www.platinumeurope.biz/(your gift card code). 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 Purium as a result of a dispute with customs, the customer in question will be liable for the outbound and return shipping. Brand Partners are prohibited from importing products in bulk into countries where Purium is not considered "open." Purium does not guarantee products within International shipments and will not take any returns for these products. The Purium 60-Day Product Guarantee does not apply outside of the US and Canada.***

## **Customer Satisfaction**

If you choose to sell products in a retail customer transaction outside of the iShopPurium.com website, 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 within 60 days of original purchase.***

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

If a Retail Customer or Brand Partner is dissatisfied with any Purium product for any reason, he or she may return the unused portion of the product to the Company or Brand Partner 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 Brand Partner is required to offer a 100% unconditional money-back guarantee to all Retail Customers when returned within 60 days. All Purium Brand Partners are responsible to honor this guarantee.

Purium will replace the returned product if Customer Service receives the following from the Brand Partner 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 Brand Partner.***
- 2. A copy of the original retail sales receipt, canceled check or credit card statement.***
- 3. The returned product. The Brand Partner 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 Brand Partner 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 Brand Partner 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 Brand Partner without penalty. When delivering product to customers, the Brand Partner is responsible for informing the consumer of the "Buyer's Right to Cancel." The Brand Partner must present the consumer with a complete legal notice in writing and obtain the buyer's signature thereon.

## **Returns Procedures**

Brand Partners 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 reserves the right and has the responsibility to refuse any refund where there has been an abuse of our return policy. Purium reserves the right to charge a 20% re-stocking fee. All refunds are handled at the discretion of Purium 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 Brand Partner and upline Brand Partners 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 Brand Partner who received the bonuses or commissions on the sales of the refunded product(s).

Purchasing products to achieve rank advancements, trip incentives or other financially-beneficial purposes and then returning these products may be considered a manipulation of the Compensation Plan and a breach of the Code of Ethics, which may result in a reprimand, a claw back of commissions and/or termination of the violating Brand Partner's distributorship.

**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 iShopPurium.com or the SHOP section of puriumbackoffice.com 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 Brand Partner'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.iShopPurium.com](http://www.iShopPurium.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 American 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 rules and restrictions. See the section "International Orders" above for details.

### **Ordering Online**

**To order online go to: <http://www.iShopPurium.com>**

- **Login by using your User Name and Password.**
- **Click on Shop Now and proceed with order.**
- **Contact Customer Service at 888-747-6733 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  
2610 Homestead Place  
Rancho Dominguez, CA 90220  
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.

### **Smart Orders**

Brand Partners and Retail Customers can choose to set up a monthly order. These orders are called Smart Orders and will automatically ship if an order is not placed prior to the selected date of the Smart Order. Brand Partners and Retail Customers (Loyal Customers) will receive a 25% discount (instead of a 15% discount) for having a monthly order. If a Brand Partner or Loyal Customer cancel their Smart order, they will be switched back to a 15% discount (if they hadn't ordered in a month)

To set up a Smart Order go to iShopPurium.com. Brand Partners can also log into their Back Office Suite and create their monthly Smart Order under the Account > Smart Order tab. If you prefer to set up your Smart Order by phone, call (888) 747-6733.

### **Payment for Smart 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 Brand Partner not attaining qualifications or earnings resulting from declined or invalid payment options. Purium reserves the right to attempt to charge a credit card on file for a Smart Order multiple times.

Changes to a Smart Order must be placed 24 hours prior to the Smart Order date. The changes will take effect with your next order. Changes to Smart orders can also be done by Brand Partners through their back office by clicking on Account > Smart Order. Please be advised, once Smart Orders are in process, 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, or Discover.**

Checks and money orders must be made payable to Purium, 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 Brand Partner'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 order total. 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.

### **Shipping 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**

### **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 Brand Partner account.

### **Compliance**

All Brand Partner 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**

Brand Partners may not make any medical or therapeutic claims regarding Purium products including personal testimonials made in public forums such as websites, social media pages, conference calls and open events. 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 and may violate state or federal laws. The punishment and damages could go beyond the termination of a Brand Partner's Purium distributorship.

### **Trademarks**

The name Purium and the names of all Purium products are the trademarks of Purium, 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 is prohibited. The company name, trademarks, product names, 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.

### **Advertised Prices**

Brand Partners may not create their own marketing or advertising material offering any Purium products at a price less than the current price on iShopPurium.com. Similarly, Distributors may not sell any Purium products at a price less than the current price on iShopPurium.com. This includes websites and other places where price may be seen and compared. Any websites which have previously passed Purium Compliance will be considered "out of compliance" beginning July 1, 2019 if prices are not adjusted. If you have any questions, please re-submit your website link to [compliance@puriumcorp.com](mailto:compliance@puriumcorp.com).

### **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.

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

### **Electronic Media**

Brand Partners are prohibited from using the name Purium® or the name of Purium' 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. Brand Partners may not produce for sale any recorded Company events or speeches without prior written permission from Purium. Brand Partners may not reproduce any recording of Company produced audio or video presentations for sale or for personal use. Any requests to reproduce materials must be submitted to [compliance@puriumcorp.com](mailto:compliance@puriumcorp.com).

### **Ads**

As independent contractors, Brand Partners 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. Advertisements which include the Purium name or product names must be created exclusively from approved copy on the iShopPurium.com website or submitted for review at [compliance@puriumcorp.com](mailto:compliance@puriumcorp.com).

### **Fairs and Trade Shows**

Brand Partners 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. Purium does make some banners and trade show materials available at [puriumgear.com](http://puriumgear.com).

### **Misleading Customers**

Brand Partners 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.

### **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 Brand Partner without commitment, effort, and sales skill.

# PURIUM INCOME DISCLOSURE STATEMENT

Significant Compensation Plan upgrades were initiated in October 2017 and an updated Income Chart will be released in October 2018 after 1 year of results can be compiled.

Paid Rank	Percent of all Affiliates	Percent of active Affiliates	2015 Annual Income for all Affiliates (U.S. Dollars)			2015 Annual Income for active Affiliates (U.S. Dollars)			Months in Purium Company		
			High	Average	Low	High	Average	Low	High	Average	Low
A Associate	77.54%	40.917%	18,144.37	5.79	0.00	18,144.37	<b>539.34</b>	120.00	148	15	1
B Builder	11.57%	29.659%	18,585.40	93.63	0.00	18,585.40	<b>798.64</b>	120.00	148	19	1
C Consultant	6.12%	16.462%	33,502.25	308.80	0.00	33,502.25	<b>1,786.49</b>	123.70	144	18	1
D Director	2.64%	6.943%	43,530.98	882.79	0.00	43,530.98	<b>3,580.70</b>	333.25	150	18	1
E Executive	1.27%	3.562%	81,985.14	2,399.02	0.00	81,985.14	<b>8,676.87</b>	264.23	150	22	1
Diamond	0.46%	1.356%	89,863.04	8,493.15	0.00	89,863.04	<b>19,797.92</b>	8,473.84	148	28	3
Green Diamond	0.16%	0.417%	103,303.15	14,820.64	670.45	103,303.15	<b>34,286.72</b>	22,320.74	140	25	2
Blue Diamond	0.06%	0.171%	148,641.07	46,464.20	26,286.00	148,641.07	<b>65,004.22</b>	49,583.23	72	27	8
Black Diamond	0.06%	0.171%	204,484.91	74,907.33	22,737.03	204,484.91	<b>74,907.33</b>	22,737.03	39	29	13
Red Diamond	0.05%	0.146%	216,927.60	126,223.78	79,426.35	216,927.60	<b>126,223.78</b>	79,426.35	144	34	12
Crown	0.03%	0.085%	212,395.31	148,714.24	124,523.11	212,395.31	<b>148,714.24</b>	124,523.11	39	25	16
2-Star Crown	0.02%	0.050%	298,284.27	223,348.33	178,875.88	298,284.27	<b>223,348.33</b>	178,875.88	40	29	20
3-Star Crown	0.01%	0.020%	322,205.58	294,365.54	290,234.65	322,205.58	<b>294,365.54</b>	290,234.65	33	32	32
4-Star Crown	0.01%	0.025%	477,798.13	380,422.17	299,175.45	477,798.13	<b>380,422.17</b>	299,175.45	150	72	30
5-Star Crown	0.01%	0.015%	522,558.84	468,980.05	383,093.47	522,558.84	<b>468,980.05</b>	383,093.47	31	31	31

The income statistics above do not include Retail Profit for selling products to personal Customers not registered with Purium. For many Affiliates, this represents substantial additional income not shown on the chart. This additional income may increase revenue, especially at the lowest rank levels.

The income statistics above are for all active U.S. Purium Affiliates who were eligible to earn downline commissions in 2015. An "active Affiliate" is defined as an Affiliate who earned at least one commission check in 2015. Affiliates who were inactive in 2015 received no income. The average annual income for all active Affiliates in 2015 was \$888.47 and the average income for all Affiliates (active and inactive) in 2015 was \$300.54. In 2015, 28% of all Affiliates received no income at all. Note that these figures do not represent an Affiliate's profit, as they do not consider expenses incurred by an Affiliate in operation or promotion of his/her business. The figures above refer to gross income (total income before any expenses are deducted). The expenses an Affiliate incurs in the operation of his or her Purium business vary widely. Expenses for Affiliates can be several hundred or thousand dollars annually. You should factor in estimated expenses when projecting potential profits. Such operating expenses could include advertising and promotional expenses, product samples, training, travel, telephone and Internet costs, business equipment, and miscellaneous expenses. The earnings of the Affiliates in this chart are not necessarily representative of the income, if any, that a Purium Affiliate can or will earn through his or her participation in the Purium Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with Purium results only from successful sales efforts, which require hard work, diligence, leadership. Your success will depend upon how effectively you exercise these qualities.

**The income statistics above are for all active Purium Brand Partners who were eligible to earn downline commissions between January and June, 2014. Note that these figures do not represent a Brand Partner's profit, as they do not consider expenses incurred by a Brand Partner 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 Brand Partner incurs in the operation of his/her Purium business vary widely. The earnings of the Brand Partners in this chart are not necessarily representative of the income, if any, that a Purium Brand Partner 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. Presenting non-Purium products or opportunities at a Purium event is a serious violation of the Code of Ethics and may be cause for termination.

## Media Inquiries

With increasing public interest in Purium, Brand Partners may be contacted by the media. When this happens, please contact the Purium Marketing Department immediately. No Brand Partner 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

Brand Partners 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 Brand Partner will be grounds for termination of the individual's status. The Brand Partner will be liable for damages resulting from unauthorized use of Purium copyrights, trademarks, and materials.

# INTERNET POLICIES

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

Brand Partners and customers are prohibited from using the names "Purium," "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. Brand Partners may use nutrition or business related names and can include mention of Purium within the page. Brand Partners must make it clear that they are independent distributors. All marketing efforts should be sent to [compliance@puriumcorp.com](mailto:compliance@puriumcorp.com) for approval.

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

In the past we have prohibited Brand Partners 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. The name Purium and Purium trademarks can be used in password-protected social media groups for the purposes of training, education and recognition - NOT public-facing pages for the purposes of promoting, recruiting or selling. For public-facing social media pages, the first part of the name or URL for the Brand Partner's social media site must consist of the Purium business owner's name / business and only the 2nd half may consist of the name of the name "Purium," "10-Day Transformation," "Million Mom Movement," or any of our product names such as the "Power Shake." Ultimately, any site name that is deceptive or provides an unfair advantage because of an inherent claim built into the site name will not be allowed.

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

Within Policy –

Mary Smith - Purium Brand Partner,  
Mary Smith - Transformation Expert,  
Mary Smith - Purium PowerShake and Superfood Lover

Outside of Policy –

Purium Florida,  
Purium Corp,  
Purium is my life,  
10-Day Transformation Support

## **Purium Website**

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, we are proud to bring our Brand Partners one of the most advanced series of websites in the network marketing and nutritional industries.

Purium Brand Partner sites contain approved information about the Company, its products and the Purium business opportunity. All images and information related to Purium and its products that are found on the website are protected by copyright and Purium reserves the legal rights to these images and information. Brand Partners may re-use and re-print images and blocks of copy in their entirety for promotional materials as long as these re-prints are shared within the same context as the original and do not include additional claims not found on the corporate website. All advertisements of Purium products must include a product disclaimer and all advertisements of the Purium opportunity which include any mention of earning money must include the complete income disclaimer.

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

Brand Partners 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 Brand Partner 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. Brand Partners 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. Please submit all digital media to [compliance@puriumcorp.com](mailto:compliance@puriumcorp.com) for approval before posting.

## **Email Addresses**

Purium Brand Partners may use the Purium name and product names in their personal email address as long as the name is not deceptive (such as [IamDaveSandoval@gmail.com](mailto:IamDaveSandoval@gmail.com)). Brand Partners are prohibited from spamming any prospects, especially those people they do not personally know.

### **Personal Websites**

Purium Brand Partners 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®, the Purium 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. Brand Partners 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 and its products are protected by copyright and Purium reserves all legal rights to these images and information.

A Purium Brand Partner'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, Brand Partners may not represent that the Company or its products have been approved or endorsed by any government agency. A Purium Brand Partner 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.

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.

### **Linking a Personal site to a Purium Brand Partner Website**

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

Purium Brand Partners are permitted to link a personal website to the Purium website as long as their personal website is in compliance with all Purium Policies and is consistent with Purium's business.

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

Brand Partners 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.

Brand Partners who choose to participate in Chat Rooms do so at their own risk and are responsible for all statements made in this medium. Brand Partners should observe Company 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**

### **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 Brand Partner and Purium, or any other claims or causes of action relating to the performance of either a Brand Partner of Purium under the Agreement,

or a Brand Partner's purchase of products shall be settled totally and finally by arbitration in Rancho Dominguez, 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 Brand Partner 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 Brand Partner against Purium, whether predicated on the Agreement or otherwise, shall not constitute a defense to Purium's enforcement of a Brand Partner's covenants and agreements contained in the Agreement or 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. Brand Partners 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 Brand Partner to confidentiality shall survive the termination of the Agreement with any other Brand Partners 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 Brand Partner 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

## **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 Brand Partners 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 Brand Partner has obtained since their initial enrollment. This rank is used for recognition purposes.

## **Achievement Bonus**

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

## **Active**

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

## **Associate**

A Brand Partner 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 Brand Partners 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. Brand Partners must log-in to the website to access their Back Office.

## **Beauty/Wellness Professional**

A Brand Partner who has provided a copy of their Beauty or Wellness certificate, license or business card. Examples of Beauty or Wellness Professionals include hair stylist, nail technician, esthetician, salon or spa owner, massage therapist, nutritionist, or chiropractor. (this list does not include the entirety of options). Beauty and Wellness Professionals must be active with a current base of clients and a location to conduct business. Upon enrollment, they receive a complimentary Beauty / Wellness Professional Marketing Pack.

## **Black Diamond**

A Brand Partner 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 Brand Partner 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 Brand Partner 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.

Brand Partners 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.

### **Brand Partner**

An individual or business entity that purchases a Purium Brand Partner Enrollment Pack and becomes authorized to sell Purium products and services, participate in the Purium Compensation Plan, and sponsor new Brand Partners into Purium anywhere within the United States, Canada and other countries where Purium does business within the guidelines of Purium’s Policies and Procedures. Brand Partners are eligible to receive Retail Profit on their Customers and receive a 15% or 25% discount, depending on their order frequency or total amount.

### **Brand Partner Price**

The Brand Partner price is the price that Brand Partners pay for Purium products and sales materials. Standard Brand Partner Price is a 15% discount from the Manufacturer’s Suggested Retail Price (MSRP) on products (not including Sales Aids). If a Brand Partner has a Smart Order on file, orders on a monthly basis, or has an order over \$250 then their Brand Partner Price is 25% discount from the Manufacturer’s Suggested Retail Price (MSRP) on products (not including Sales Aids or Enrollment Packs).

### **Brand Partner Starter Kit**

The basics you need to build your Purium business and manage your team. Includes training materials, marketing materials and access to an online Back Office with management reports.

### **Builder**

A Brand Partner 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 Brand Partner’s Personal Volume Qualification and used to calculate commissions. Sales aids have no BV, unless indicated as so in official Purium publications.

### **BV Cap**

To help encourage personal enrolling and the creation of structure, the ranks of Builder-Executive have a BV Cap. This means that if a Brand Partner has a lot of Group Volume underneath him or her and is not advancing in rank, the volume above the “cap” will go to a more active Brand Partner above. This rewards the people (especially Diamonds and above) who are doing the work and helping to build the volume.

The BV Cap is on Unilevel and Professional volume:

- Builder Cap: 2000 GV
- Consultant Cap: 5000 GV
- Director Cap: 12,000 GV
- Executive Cap: 30,000 GV

\*Ranks refer to PAID RANKS Importantly, the volume that is “unlocked” goes to other Brand Partners, not to the company

### **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.

### **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 Brand Partner fails to meet the required qualifications for receiving a bonus. The non-qualifying Brand Partner (and associated customer) volume available in their downline will compress to the next qualified person in their upline. The Purium Compensation Plan uses Dynamic Compression to calculate all bonuses (except Pools, Achievement Matching Bonuses and Lifestyle Bonuses) in an effort to maximize payout to qualified Distributors.

### **Consultant**

A Brand Partner 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 Brand Partner 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 Brand Partner 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 Brand Partner 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 Brand Partner 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 Brand Partner 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. In order to qualify, the Crown must create 1 new Director or above (which must not be below another Crown) or have \$2000 in Customer sales in the month. 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. *Brand*

Partners 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 Bonus Clubs**

Every \$1000 ordered by your personally enrolled Customers will put you into a new K Club, i.e. \$1000 = 1K Club

### **Customer Types**

#### Brand Partners

- *Brand Partners - Business Builders that place orders every month, place an order over \$250 or have an Active Smart Order on file receive a 25% discount. Business Builders that don't order on a monthly basis, receive a 15% discount.*
- *Health Professionals – "Grandfathered" Business Builders that receive a 35% discount. Please note the Professional Program is a legacy program and is no longer offered*
- *Professors – Business Builders that have completed all 8 semesters of the David Sandoval Academy of Learning Courses. Professors receive a 35% discount.*

#### Customers

- *Loyal Customers – Customers that place orders every month, place an order over \$250 or have an Active Smart Order on file receive a 25% discount. Customers that don't order on a monthly basis, receive a 15% discount.*
- *Retail Customers – New Customers pay Retail price for their first order, but with a Gift Card can save \$50 or 25% off their first order (whichever is greater)*

Brand Partners are also known as Distributors. Customers that order through the Online Shopping Cart without enrolling in the Brand Partnership program will be Loyal Customers, their first order will be at Retail Price and orders after that will be at 15% or 25% depending on their order frequency or total amount.

### **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.**

To qualify, the Diamond must create 1 new Consultant (or above) 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 Brand Partner 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 Brand Partner 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.

Other ways to qualify are to have \$1000 in Customer sales or enroll 3 new Brand Partners with Launch Packs.

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 Brand Partner 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.

Brand Partners 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 Brand Partner 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 "Brand Partner" and "Business Builder."

### **Dream Events**

As Brand Partners 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 Rancho Dominguez, 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 Brand Partners 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 Brand Partner 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.

### **Fast Start Bonus**

If Brand Partners move up in rank quickly (FAST), they are rewarded at certain rank levels for their achievement with a FAST Start Bonus. Fast Start Bonuses are paid out to Consultants, Directors and Executives if they achieve the rank in the required time frame listed below:

Consultant – 10 days

Director – 1+ Months (1 full month + month of enrollment)

Executive – 2+ Months (2 full months + month of enrollment)

To qualify the Brand Partner must also have a 50 BV Smart Order on file.

The Fast Start Bonuses are one-time bonuses. The Consultant Fast Start Bonus is part of the Weekly Commission Period and is paid weekly.

The Director and Executive Fast Start Bonuses are part of the Monthly Commission Period and are paid monthly when applicable.

### **Fast Start Matching Bonus**

The Fast Start Matching Bonus is the reward given to the Enroller of a Brand Partner that receives a Fast Start Bonus. The Fast Start 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 Fast Start Achievement Month payout and they must also have a 50 BV Smart Order on file. The Consultant Fast Start Matching Bonus part of the Weekly Commission Period and is paid weekly. The Director and Executive Fast Start Matching Bonuses are part of the Monthly Commission Period and are paid monthly when applicable.

**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 Brand Partners 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 Brand Partner enrolls. Each new Brand Partner receives a minimum of 5 gift cards upon enrolling. The Gift Card Code is shared with prospects in North America to get \$50 off their first purchase with Purium (or 25% off a first order of \$200 or more). (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 Brand Partner that has purchased them to their new prospects for their first order of \$75 minimum. Retail orders placed using a Gift Card have the price reduced by \$50 and BV reduced by 40 (please note –BV will never be less than zero/negative)

### **Green Diamond**

A Brand Partner 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**

**2610 Homestead Place, Rancho Dominguez, CA 90220**

**(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.

### **K Club Bonus**

Brand Partners earn \$50 extra for every \$1000 in personally enrolled customer purchases.

1K Club = \$50

2K Club = \$100

3K Club = \$150

Etc.

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

Items with 0 BV (sales aid, event tickets, etc) are not included in K Club Bonus calculations.

### **Leadership Coded Bonus**

The Leadership Coded Bonus is a weekly bonus that is paid out dependent upon Brand Partners purchasing a Launch Pack. The Enroller always earns a commission. The bonus also pays upline through then Enroller tree to the first Executive, Diamond, Blue Diamond and Crown. If the Launch Pack is reduced in price, the bonus earned is also reduced. The Leadership Coded Bonus is part of the Weekly Commission Period and is paid weekly when applicable.

### **Level**

The depth of a Brand Partner 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) 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 Brand Partner 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 Brand Partner 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. Other ways to qualify are to have \$1000 in Customer Sales during the month or to personally enroll 3 new Brand Partners with Launch Packs during the month.
- Crown – Royal Crown II: must create one new Director (or above) during the month. The new Director (or above) must not be below another Crown. The New Director does not have to be personally enrolled. Another way to qualify is to have \$2000 in Customers Sales during the month.

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

### **Loyal Customer**

Purium Customers do not enroll as Brand Partners and are product consumers only. After their first order they are called Loyal Customers. Customers who order every month, purchase \$250 or more worth of products, or have a Smart Order get a 25% discount. Customers who order less than every month, get a 15% discount.

### **Loyal Customer First Order Bonus**

A bonus that pays on the first orders of Customers up to 5 levels compressed in your Enroller Tree, based on Paid Rank in the previous month or current month to date. The first level earns 20% of the order subtotal dollar amount. The next 4 levels compressed earn 5% of the BV of the order. The Loyal Customer First Order Bonus is part of the Weekly Commission Period and is paid weekly when applicable. The Loyal Customer First Order volume that is paid as part of the weekly Loyal Customer First Order Bonus is not paid again in the Monthly Unilevel bonus. Items with 0 BV (sales aid, event tickets, etc) are not included in the Loyal Customer First Order Bonus.

### **Loyal Customer Unilevel Bonus**

A bonus that pays on all orders of Customers (after their first order) up to 5 levels compressed in your Unilevel Tree, based on Paid Rank in the previous month or current month to date. The first level earns 20% of the order subtotal dollar amount. The next 4 levels compressed earn 5% of the BV of the order. The Loyal Customer Unilevel Bonus is part of the Weekly Commission Period and is paid weekly when applicable. The Loyal Customer Unilevel volume that is paid as part of the weekly Loyal Customer Unilevel Bonus is not paid again in the Monthly Unilevel bonus. Items with 0 BV (sales aid, event tickets, etc) are not included in the Loyal Customer Unilevel Bonus.

### **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 no Brand Partner or Customer may publicly advertise below this price on websites or flyers.

### **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 Brand Partners 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.

### **Minimum Payment Amount**

The Minimum Payment Amount for commissions is \$10 for Direct Deposit (\$13 for checks). Commission Earnings are accumulated and held until the minimum payout amount is reached.

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

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

### **NonProfit**

NonProfit Organizations can enroll for free with Purium. To qualify, they must submit their 501c3 and Letter of Determination. Once this is done, they receive an Electronic Launch Pack. Their personal BV requirement is also waived to qualify for commissions on Retail Customers. If a NonProfit wants to earn income beyond Retail Customer sales, then it must place a personal order which satisfies the PV requirements for the rank achieved. A non-profit will receive one position and one Gift Card code for their 501c3 designation.

**Organization**

All Brand Partners sponsored directly by a Brand Partner, as well as those sponsored by other Brand Partners below that Brand Partner. 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**

Brand Partners who join Purium without being referred by any active Purium Brand Partner. This is not a common occurrence.

**Paid Rank**

The rank at which a Brand Partner 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 Customers.

**Platinum Health Europe** - Sister company to Purium that is open in the European Union and United Kingdom.. When you become a Brand Partner of Purium, you are automatically a Brand Partner 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 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 Brand Partners in the US and Canada. The EU Pool Bonus is only paid out to EU Brand Partners.

**Professional (Health Professional)**

A legacy program. New Health Professionals will enroll as Brand Partners. For those in the legacy plan, the discount is 35% on personal orders as long as the Health Professional purchases \$400 in products every month. If a Health Professional does not purchase \$400 in a given month, then he/she will be changed to Brand Partner status and will not be allowed to re-enter the Health Professional program.

**Professional Bonus**

Our legacy Health Professional Brand Partners and Professors enjoy the same business building and compensation opportunity as other Purium Brand Partners, but since their orders are discounted more deeply, we adjust the Unilevel Monthly Residual Payouts for the upline Brand Partners above all Professional and Professor orders. The Professional Bonus pays on your Group Volume on all Professionals and Professors 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. Upline unilevel commissions on Professional orders are paid: 10%, 5%, 5%, 5%.

**Pool**

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

**Red Diamond**

A Brand Partner 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 the Purium website or through Customer Service. After their first order, they become Loyal Customers and receive 15% or 25% depending on their order frequency or total amount.

**Rewards Program**

Our Rewards Program helps keep your Customers coming back by rewarding them with points that turn into savings, based on their actions and purchases. These Reward Points can be redeemed as discounts on orders. Some ways to earn Rewards Points include creating a smart order, reviewing a product, social activity, points per dollar spent, etc.

Please note the following:

- Rewards Points are non-transferable.
- The redemption value is subtracted from the order subtotal and any remaining sub-total amount that is paid will accrue Rewards Points.
- Rewards Points have no cash value.
- Customers and Brand Partners are eligible for Purium Rewards Points. Health Professionals do not earn rewards as they already earn a more substantial discount for consistent ordering.
- No refunds for Rewards Points on returned products. Shipping and sales tax amounts excluded.



- When Reward Points are redeemed, the BV and subtotal are reduced by 50% of the discount applied. Example: 2000 points are redeemed for \$20 off an order. The BV is reduced by 10 and the order subtotal (for K Club and Loyal Customer bonus) is reduced by \$10.

### **Royal Crown**

A Brand Partner 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 Brand Partner 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.

### **Smart Order**

A Smart Order is an order that a Brand Partner or Loyal Customer can create that will automatically ship each month if they do not place a personal order before the Smart Order date. All Brand Partners and Loyal Customers that have an Active Smart Order on file receive a 25% discount.

### **Sponsor**

A Brand Partner'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 Brand Partner (within 1+ months) underneath another downline Brand Partner 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 Brand Partners purchases 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 bonuses.

# IMPORTANT CONTACT INFORMATION

## 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

### Mailing Address

(for payment by personal check only)

2610 Homestead Place

Rancho Dominguez, CA 90220

Phone: 888-747-6733

Fax: 866-PHP-FAX1 / 866-747-3291

Website: [www.iShopPurium.com](http://www.iShopPurium.com)

Email: [support@puriumcorp.com](mailto:support@puriumcorp.com) for Customer Care issues  
[compliance@puriumcorp.com](mailto:compliance@puriumcorp.com) for advertising approval and questions.

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

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)

### Websites:

[iShopPurium.com](http://iShopPurium.com)

[iSharePurium.com](http://iSharePurium.com)

[PuriumCBD.com](http://PuriumCBD.com)

[PuriumBackOffice.com](http://PuriumBackOffice.com)

[PlatinumEurope.biz](http://PlatinumEurope.biz)

### Social Media:

<https://www.facebook.com/MyPurium/>

<https://www.facebook.com/groups/PuriumTribe/> (Pure + Premium is the password)

## PURIUM CONFERENCE CALL INFORMATION

### HEALTH & PRODUCT EDUCATION

WITH DAVID SANDOVAL

WHEN: Wednesdays

TIME: 6:30 PM PST

Phone Number: (712) 432-7658, enter pin code 7873# when prompted.

### BUSINESS TRAINING CALLS

WITH DAVID LITT

WHEN: THURSDAYS

TIME: 6:00 PM PST

CALL: (712) 432-7658, enter pin code 7873# when prompted. **REPLAY:** Listen online in your back office

For a complete list of Corporate Information go to [PuriumBackOffice.com](http://PuriumBackOffice.com) and download the "Contact Us + Corporate Info" Training Sheet in the Resource Library

### ARCHIVED CONFERENCE CALLS

Conference Calls are archived in the Back Office. To access the links, log in to your Back Office, click on the Resources > Resource Library > Conference calls. The link then sends you to <http://mypurium.libsyn.com/> 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.

### 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!

REV: 0719