

EFFECTIVE 2023


purium

THE TRANSFORMATION COMPANY



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

**\$50 GIFT CODES · FAST START CASH BONUSES · RANK ADVANCING INCENTIVES
· PROFIT SHARING POOLS · LIFESTYLE BONUSES UP TO \$10,000 PER MONTH**

Customer Program

WEEKLY COMPENSATION

Weekly period: Saturday through Friday 11:59 pm central, paid the following Friday.



CUSTOMER SAVINGS

FIRST ORDER: New Customers Save **\$50** or **25%** off (whichever is greater) with a gift code. No membership! Minimum \$75 order.

FUTURE ORDERS: All Customers can save up to **25%**. No Auto-Ship required!

- Customers who order every month, purchase \$250 or more worth of products, or have a Smart Order receive a 25% discount.
- Customers who order less frequently than every month, receive a 15% discount.

ALL ORDERS: Continental US - \$11.95
\$HI, AK, US Territories or PO Boxes - \$16.95
Canada - \$19.95
60-Day Guarantee on products
Save \$10 on S&H with orders of \$250 or more!

BRAND PARTNER EARNINGS

YOUR CUSTOMER ORDERS: Every week, Brand Partners get paid **20%** of the dollar amount before S&H and tax.

K CLUB BONUSES: Brand Partners earn **\$50** extra for every \$1000 in customer purchases on a monthly basis.

1K Club = \$50
2K Club = \$100
3K Club = \$150
Etc.

TEAM CUSTOMER ORDERS: **5%** (of BV) is paid up 4 levels! See "Structure & Compensation" page for more details. Gift codes reduce Customer price by \$50 and BV by 40 points.



All Customers and Brand Partners who order products will earn Rewards Points that can be redeemed for future product purchases. See iShopPurium.com for more information on this unique program that helps keep your Customers coming back for more, and helps you earn more!

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

Fast Start Bonuses

Lucrative rewards for launching your business with intention.

The faster you start and duplicate, the more bonuses you earn. And, the higher you rank, the more residual income you will make.

PAY PERIODS:



Weekly Commission: Saturday through Friday 11:59 pm central, paid the following Friday.

Monthly Commission: Paid on the 15th of every month. Unless it is a holiday or Sunday, then payments are transacted on the following business day.

FAST START BONUSES (WEEKLY & MONTHLY)

When you Enroll or Upgrade, you can earn up to **\$3,500** in cash bonuses with the Fast Start track! Achiever must have an active Smart Order of 50 BV min and meet the minimum requirements within the time frames outlined in the graphic. Fast Start ranks include only: Consultant, Director, Executive, Diamond & **New** Promotional Achievement of Green Diamond.

FAST START MATCHING BONUSES (MONTHLY)

When you Enroll a new Brand Partner and help them achieve their Fast Start bonuses, you earn Matching Bonuses up to **\$2,500**. You, the Enroller, must have an active Smart Order of 50 BV minimum and be qualified at the same or higher rank than the bonus achievement. Matching Bonuses are only paid for Consultant, Director and Executive. Plus Promotional **50%** Match for Diamond and Green Diamond.

- Smart order (50 BV min.) required for FAST Start Bonuses and Matching Bonuses
- FAST Start Bonuses follow the Enroller Tree (not the Placement Tree).

Note: Any manipulation of the accepted ordering and enrolling procedures, including "Bonus Buying," enrolling "Multiple Positions" or "obvious Placement for the purchase of rank advancement" may void the Bonuses and could be grounds for more severe penalties. This is a lucrative program incentivizing new business volume from legitimate Customers and Brand Partners acquired in a rapid prospecting effort.

C

CONSULTANT

ACHIEVEMENT IN 10 DAYS

\$100
Bonus + Match

Timeframe: 10 Days
Personal Volume: 50 BV with Smart Order
Enrolled: 2 ACTIVE Brand Partners and/or Customers
Group Volume: 1000 GV (Enroller Tree)

1. You have 10 full days to get 1000 GV (Enroller Tree) and 2 AE.
2. The 10 full days can span over 2 Calendar months.

D

DIRECTOR

ACHIEVEMENT IN 1+ MONTH*

\$400
Bonus + Match

Timeframe: 1+ Month (the month you enrolled/upgrade + 1 full month)
Personal Volume: 50 BV with Smart Order
Enrolled: 3 ACTIVE Brand Partners and/or Customers
Group Volume: 2500 GV (Enroller Tree)

1. You have the month that you enroll and ONE full month after to get 2500 GV and 3 AE.
2. Your Volume (Personal & Group) reset every month and AE reset each month.
 Ex: If you enroll in January and don't achieve Director by January 31, then Volume reset February 1 and you have until the end of February to achieve Director.

E

EXECUTIVE

ACHIEVEMENT IN 2+ MONTHS *

\$1000
Bonus + Match

Timeframe: 2+ Months* (the month you enrolled/upgrade + 2 full months)
Personal Volume: 50 BV with Smart Order
Enrolled: 4 ACTIVE Brand Partners and/or Customers
Group Volume: 6000 GV (Enroller Tree)

1. You have the month that you enroll and TWO months after to get 6000 GV and 4 AE.
2. Your Volume (Personal & Group) reset every month and AE reset each month.
 Ex: If you enroll in January and don't achieve Executive by January 31, then Volume reset February 1; if you don't achieve in February, then Volume resets March 1 and you have until the end of March to achieve Executive.

♦

DIAMOND

ACHIEVEMENT IN 3+ MONTHS

\$1000
Bonus + \$500 Match

Timeframe: 3+ Months (the month you Enrolled/Upgraded + 3 full months)
Personal Volume: 100 BV with 50 BV min on Smart Order
Enrolled: 6 ACTIVE Brand Partners and/or Customers
Group Volume: 15,000 GV (Enroller Tree)
Structure: 3 Consultant Legs

1. You have the month that you enroll and THREE months after to get 15000 GV, 6 AE, and 3 Consultant Legs.
2. Your Volume (Personal & Group) reset every month and AE reset each month.
3. Your Consultant legs reset every month.

♦

GREEN DIAMOND

ACHIEVEMENT IN 4+ MONTHS

\$1000
Bonus + \$500 Match

Timeframe: 4+ Months (the month you Enrolled/Upgraded + 3 Full months)
Personal Volume: 100 BV min with Smart Order
Enrolled: 6 Active Brand Partners and/or Customers
Group Volume: 30,000 GV (Enroller Tree)
Structure: 3 Director legs

1. You have the month that you enroll and FOUR months after to get 30000GV, 6 AE, and 3 Director Legs.
2. Your Volume (Personal & Group) reset every month and AE reset each month.
3. Your Director legs reset every month.

Structure & Compensation

Weekly period: Saturday through Friday 11:59 pm central
 Monthly period closes the last day of the month at 11:59 pm central

RANK STRUCTURE & QUALIFICATIONS

RANK	A	B	C	D	E												
	Associate	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II
STRUCTURE						3Cs	3Ds	3Es	2Es 1	1E 2	2 1 or 50% rule	1 2 or 50% rule	3 or 50% rule	4 or 50% rule	5 or 50% rule	3	3
PERSONAL VOLUME	50	50	50	50	50	100	100	100	100	100	200	200	200	200	200	200	200
PERSONALLY-ENROLLED ACTIVE BRAND PARTNERS AND CUSTOMERS	0	1	2	3	4	6	6	6	6	6	12	12	12	12	12	12	12
GROUP VOLUME (8 Levels / 9 Levels for Crowns)	0	300	1k	2.5k	6k	15k	30k	50k	75k	100k	150k	200k	300k	400k	500k	750k	1M

FIRST ORDER BONUS FOR BRAND PARTNER & CUSTOMER ONGOING PAYOUT FOR ALL CUSTOMER PURCHASES

		PAID ON ORDER SUBTOTAL															
CUSTOMER ENROLLER		20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
		PAID ON ORDER BY															
First order pays through Enroller Tree. Subsequent orders pays through the Placement/Unilevel Tree.	LEVEL 1	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
	LEVEL 2	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
	LEVEL 3	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
	LEVEL 4	↑	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%

FIRST ORDER BONUS FOR UPGRADED BRAND PARTNER

		PAID ON ORDER BY															
Paid through the Enroller Tree.	LEVEL 1	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
	LEVEL 2	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
	LEVEL 3	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
	LEVEL 4	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%













All compensation is based on product purchases. Promotional items, event tickets, etc. are not commissionable

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

Monthly Compensation

Monthly commissions are paid on the 15th of every month.

Unless it is a holiday or Sunday, then payments are transacted on the following business day.

		A	B	C	D	E													
		Associate	Builder	Consultant	Director	Executive	Diamond	Green Diamond	Blue Diamond	Black Diamond	Red Diamond	Crown	2-Star Crown	3-Star Crown	4-Star Crown	5-Star Crown	Royal Crown I	Royal Crown II	
Includes all Brand Partner/Member orders (Payment of Customer Orders see previous page).	LEVEL 1	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
	LEVEL 2	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
	LEVEL 3	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
	LEVEL 4	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
	LEVEL 5	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
UNILEVEL	LEVEL 6	↑	↑	↑	↑	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	
	LEVEL 7	↑	↑	↑	↑	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	
	LEVEL 8	↑	↑	↑	↑	↑	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	
INFINITY Earn on generations of Green Diamonds and Blue Diamonds	LEVEL 9	Green Diamonds earn through the next Green Diamond						2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
	LEVEL 10	Blue Diamonds through Royal Crown II earn through the next Blue Diamond						↓	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
							INFINITY	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
							INFINITY	INFINITY	INFINITY	INFINITY	INFINITY	INFINITY	INFINITY
							GEN 1	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
							GEN 2	↑	5%	5%	10%	10%	10%	10%	10%	10%	10%	10%	10%
							GEN 3	↑	↑	↑	↑	↑	5%	5%	10%	10%	10%	10%	10%
							GEN 4	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	10%	20%
MATCHING BONUSES							GEN 1	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
							GEN 2	↑	5%	5%	10%	10%	10%	10%	10%	10%	10%	10%	10%
							GEN 3	↑	↑	↑	↑	↑	5%	5%	10%	10%	10%	10%	10%
							GEN 4	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	10%	20%

All compensation is based on product purchases. Promotional items, event tickets, etc. are not commissionable

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

More Bonuses, Pools & Lifestyle Income

LIFESTYLE BONUS (Monthly)

Earn up to \$10,000 in monthly cash bonuses!

Qualifications for Diamonds – Red Diamonds

- Create a new rank advancement of Consultant or above during the month.
- New Consultant (or above) must not be below another Diamond (or above) except the first month in which a downline Member achieves the rank of Diamond (or above) from Executive (or below), then the Consultants in this leg will count toward achievement of the bonus in this month only. Once a downline Member is a Diamond (or above) for more than one month, this leg is blocked and cannot be used as a leg that generates qualifying Consultants.
- New Consultant does not have to be personally enrolled.
- An alternative method of earning the Lifestyle Bonus is to enroll 3 new Brand Partners with a Launch Pack during the month.
- Another method is to have \$1000 in Customer sales (personally enrolled Customers) during the month.

Qualifications for Crowns – Royal Crown II

- Create a new rank advancement of Director or above during the month.
- New Director (or above) must not be below another Crown (or above).
- New Director does not have to be personally enrolled.
- Another method is to have \$2000 in Customer sales (personally enrolled Customers) during the month.

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

5% PROFIT SHARING POOLS (Monthly)

Earn income beyond the limits of your own downline. The Diamond Pools pay 2% on all Purium BV across North America to our qualified Diamonds. The Crown Pool pays 3% of all Purium BV across North America to our qualified Crowns.

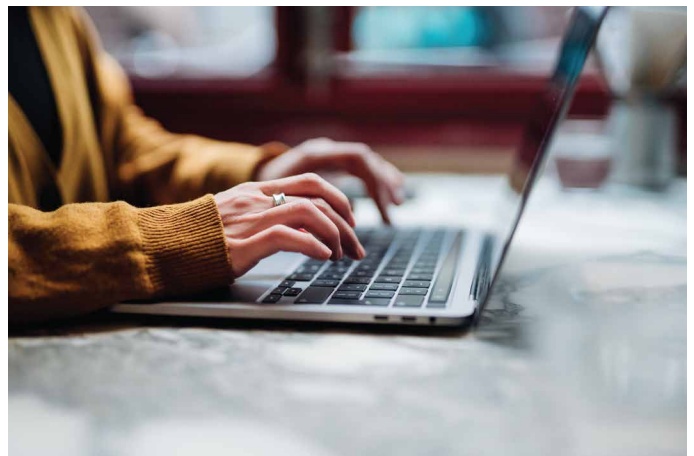
- Same qualifications as "Lifestyle Bonus: Diamonds - Royal Crown II."
- See above for details.

1%				1%		
1 SHARE Diamond	2 SHARES Green Diamond	3 SHARES Blue Diamond	+	1 SHARE Black Diamond	2 SHARES Red Diamond	
3%						
1 SHARE Crown	2 SHARES 2-Star Crown	3 SHARES 3-Star Crown	4 SHARES 4-Star Crown	5 SHARES 5-Star Crown	5 SHARES Royal Crown	5 SHARES Royal Crown II

ACHIEVEMENT BONUS (Monthly)

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.

\$50 Consultant	\$200 Director	\$500 Executive
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Note: Any manipulation of the accepted ordering and enrolling procedures, including "Bonus Buying," enrolling "Multiple Positions" or "obvious Placement for the purchase of rank advancement" may void the Bonuses and could be grounds for more severe penalties.

2021 Income Disclosure Statement

Partnering with Purium provides a platform to spread economic freedom and plant-based wellness. For those able to dedicate just a few hours a week, or those seeking a full-time career, becoming a Purium Brand Partner will be a rewarding opportunity that will allow you to unleash your entrepreneurial spirit while making a difference.

2021 MONTHLY AND WEEKLY COMMISSION DATA

Below is a summary of the commissions earned by Brand Partners under the Purium Compensation Plan. These figures do not include the value of trips, recognition, non-cash prizes, and complimentary products earned by Brand Partners. All figures are in United States Dollars. In 2021, 49.77% of Brand Partners received commission in 2021.

2021 WEEKLY* BRAND PARTNER EARNINGS BY RANK

(Does not include Monthly earnings)

BRAND PARTNER TITLE	HIGHEST WEEKLY COMMISSION EARNED	AVERAGE WEEKLY COMMISSION EARNED	LOWEST WEEKLY COMMISSION EARNED	AVERAGE % OF ALL BPs PER WEEK	AVERAGE % OF QUALIFIED BPs PER WEEK
A Associate	\$1,440	\$32	\$10	5.67%	11.19%
B Builder	1,017	\$45	\$10	13.47%	26.57%
C Consultant	\$2,292	\$65	\$10	12.33%	24.31%
D Director	\$2,441	\$90	\$10	9.01%	17.76%
E Executive	\$13,907	\$166	\$10	6.40%	12.63%
 Diamond	\$3,461	\$273	\$11	1.97%	3.88%
 Green Diamond	\$7,046	\$479	\$38	0.80%	1.58%
 Blue Diamond	\$2,816	\$529	\$104	0.15%	0.29%
 Black Diamond	\$2,640	\$649	\$31	0.21%	0.41%
 Red Diamond	\$2,500	\$794	\$49	0.27%	0.54%
 Crown	\$3,697	\$941	\$252	0.17%	0.34%
 2-Star Crown	\$3,290	\$1,313	\$319	0.11%	0.23%
 3-Star Crown	\$4,217	\$1,864	\$298	0.06%	0.12%
 4-Star Crown	\$4,291	\$2,266	\$442	0.04%	0.07%
 5-Star Crown	\$5,372	\$2,100	\$393	0.04%	0.08%

Weekly Brand Partner earnings are earned by Customer Orders, Brand Partner First Orders and Fast Start Consultant Bonus and Match.

*These earnings are calculated on 1 week out of 52 weeks in the year. To get an annual total multiply by 52.

2021 Income Disclosure Statement

2021 MONTHLY BRAND PARTNER EARNINGS BY RANK

(Does not include Weekly earnings)

BRAND PARTNER TITLE	HIGHEST MONTHLY COMMISSION EARNED	AVERAGE MONTHLY COMMISSION EARNED	LOWEST MONTHLY COMMISSION EARNED	AVERAGE % OF ALL BPs PER MONTH	AVERAGE % OF QUALIFIED BPs PER MONTH
A Associate	\$128	\$5	\$10	31.61%	16.05%
B Builder	\$271	\$15	\$10	9.28%	29.03%
C Consultant	\$384	\$49	\$10	4.51%	24.41%
D Director	\$2,829	\$166	\$10	2.55%	14.90%
E Executive	\$6,050	\$484	\$11	1.67%	9.73%
 Diamond	\$7,725	\$1,512	\$211	0.53%	3.02%
 Green Diamond	\$12,610	\$3,093	\$673	0.21%	1.22%
 Blue Diamond	\$7,129	\$3,828	\$1,299	0.04%	0.24%
 Black Diamond	\$16,267	\$7,632	\$3,420	0.08%	0.31%
 Red Diamond	\$19,369	\$10,510	\$5,687	0.09%	0.42%
 Crown	\$19,130	\$11,214	\$4,806	0.05%	0.28%
 2-Star Crown	\$28,194	\$20,652	\$11,467	0.03%	0.19%
 3-Star Crown	\$32,044	\$26,687	\$17,696	0.02%	0.10%
 4-Star Crown	\$36,896	\$31,248	\$28,312	0.01%	0.05%
 5-Star Crown	\$41,749	\$38,226	\$33,490	0.01%	0.06%

Monthly Brand Partner earnings are earned by all Brand Partner Subsequent Orders, All Rank Advancement and Fast Start Bonuses and Match (except Consultant Fast Start), Matching, Infinity, Pools and Lifestyle Bonuses. *These earnings are calculated on 1 month out of 12 months in the year. To get an annual total multiply by 12.
 Note: 49.3% of all Brand Partners were inactive and didn't place an order in 2021 and that % is not included in AVERAGE % OF ALL BPs.



2021 Income Disclosure Statement

EXAMPLE OF AVERAGE DIAMOND ANNUAL EARNINGS:

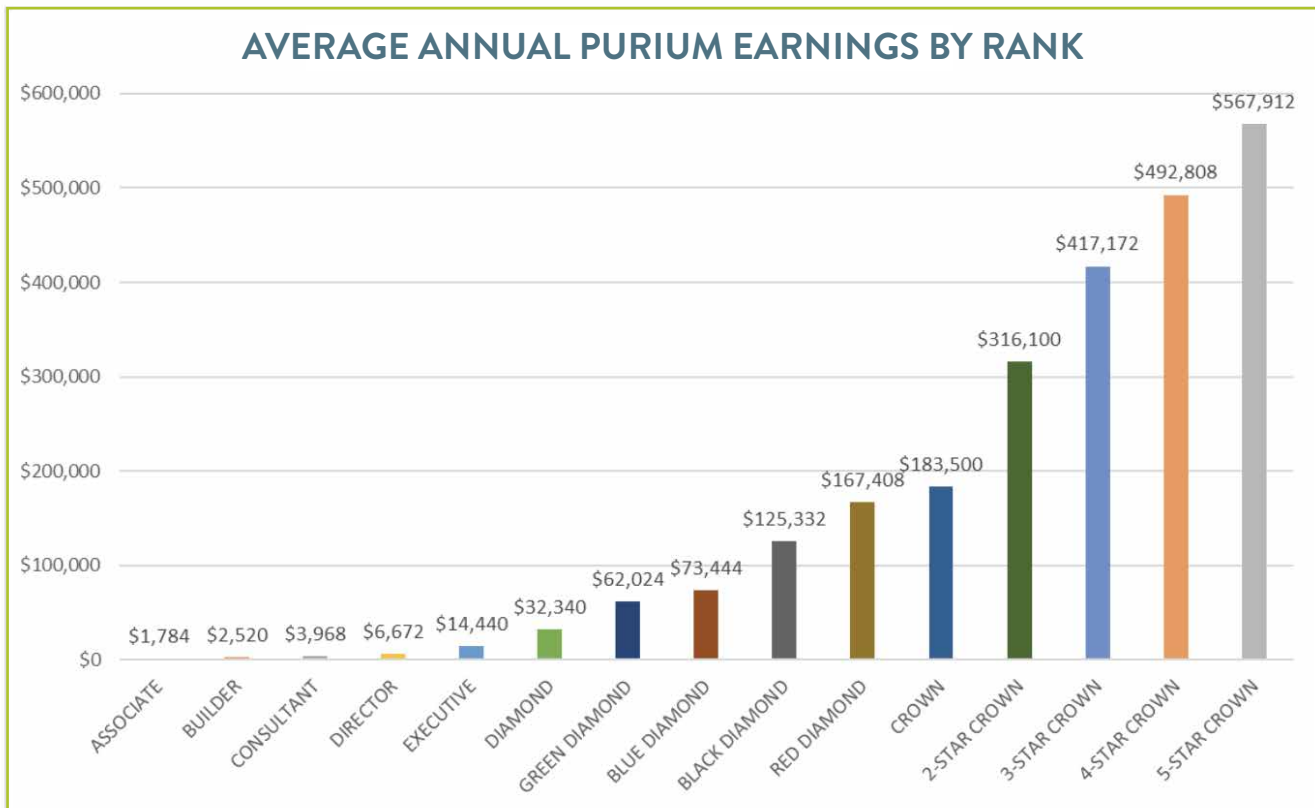
(weekly earnings + monthly earnings)

\$273 x 52 weeks = \$14,196

\$1,512 x 12 months = \$18,144

Total Average Annual earnings for Diamond = \$32,340

Total Average Monthly earnings for Diamond = \$2,695



Note: The income statistics above are for all active U.S. Purium Brand Partners who were eligible to earn downline commissions in 2021. 98% of the Launch Packs in 2021 were complimentary based upon a Brand Partner purchasing a Featured Product Pack (ranging from \$179 - \$525). An “active Brand Partner” is defined as a Brand Partner who earned at least \$10 of commission in 2021. Brand Partners who were inactive in 2021 accumulated less than \$10 of commission per year. The average annual income for all Brand Partners (active and inactive) in 2021 was \$1,280, and the median annual income for all Active Brand Partners in 2021 was \$258. In 2021, 50.23% of all Brand Partners received no income at all. Note that these figures do not represent a Brand Partner’s profit, as they do not consider expenses incurred by a Brand Partners 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 or her Purium business vary widely. Expenses for Brand Partners 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 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, leadership. Your success will depend upon how effectively you exercise these qualities. Please note that many Purium Promotions reward QV (Qualifying Volume) that help to rank advance, but do not include CV (Commissionable Volume) for payout.

Glossary of Terms

A complete listing of terms can be found within the Purium Policies & Procedures.

Active - Active Associates have 50 BV of personal volume in a monthly commission period.

Actively Enrolled (AE) - Personally Enrolled Active Brand Partners and/or Customers with a 50 BV order in the month.

Brand Partner - A person, business entity or non-profit organization that has enrolled into Purium and has the right to earn income.

Business Volume (BV) - The point value assigned to each product that's used to calculate commission.

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

Builder Cap: 2000 GV

Consultant Cap: 5000 GV

Director Cap: 12,000 GV

Executive Cap: 30,000 GV

*Ranks refer to PAID RANKS

Importantly, the volume that is "unlocked" goes to other Brand Partners, not to the company

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

Customer Bonus K Clubs - Every \$1000 ordered by your Customers within a calendar month will put you into a new K Club, i.e. \$1000 = 1K Club.

Fifty Percent Rule (50% Rule) - An alternative qualification structure that allows a Crown to use the Group Volume of one leg to count towards 50% of the total Group Volume requirement for that rank. The other 50% of the Group Volume will come from all other legs. Does not apply to ranks below Crown or Royal Crown I and II.

Generation - A Generation is an Active Level of Associate which follows the Enroller Tree. Matching Bonuses use Dynamic Compression on all Generations to maximize payout.

Group Volume (GV) - The Volume in your Organization, from 8 levels deep using compression, including your own Personal Volume. Group volume for Crowns includes 9 levels from Purium Brand Partners and Customers.

Infinity Bonus - There are two categories of Infinity Bonuses - Green Diamond and Blue Diamond. Green Diamonds receive a 2% commission on all BV on their 9th level through an infinite number of levels, blocked by the next Green Diamond. Blue Diamonds receive the same bonus as above PLUS 2% commission on all BV on their 10th level through an infinite number of levels, blocked by the next Blue Diamond.

The Blue Diamond through Royal Crown II Infinity Bonuses work in a similar way to the Green Diamond Infinity Bonus. They start on the 10th and pay 2% down an infinite number of levels until blocked by the next Blue Diamond. Importantly, the Infinity Bonuses can be additive, meaning that if a Blue or Black Diamond does not have a Green Diamond below his/her 10th Level, then the Blue or Black Diamond will receive BOTH 2% Infinity Bonuses (total of 4%) on his/her entire organization below the 10th Level.

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

Personal Volume (PV) - The total Business Volume of products purchased by a Brand Partner.

Smart Order - Recurring order by a Customer or Brand Partner that will be automatically shipped on a chosen date from the 1st-21st of the month only if no order has been placed prior to the Smart Ship date. Must have a 50 BV minimum smart order on file to qualify for Fast Start Bonuses/Match and other promotions.

Qualifying Rank - Based on the previous month's commission statement "paid as" rank.

Qualifying Volume - Volume from Enrollment Packs used for rank advancement purposes only.

Ultimate Business Transformation (UBT) - A special promo that gives extra Group Qualifying Value (GQV) Points. Enroller and Enrollee must have a Smart Order with 50BV minimum.

Unilevel Bonus - A monthly bonus that pays on your Group Volume on all Brand Partners up to 8 levels compressed in your Unilevel Placement Tree, based on Paid Rank. The Monthly Unilevel bonus does not include volume that was paid out as a part of the weekly First Order Bonus.

For more Definitions, please see the Purium Policies & Procedures.