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FAST START BOOKLET

2024 - ENGLISH - EN



System7
Europe & Africa

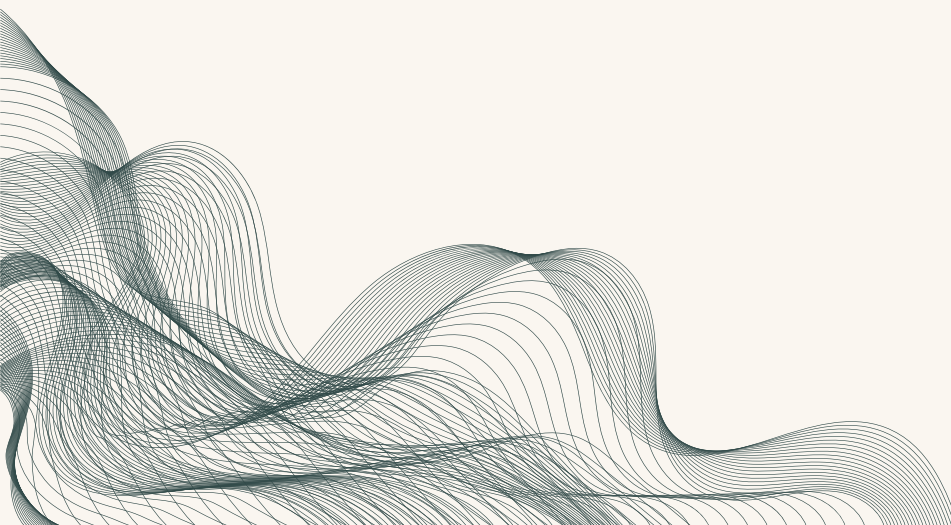


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WELCOME TO YOUR NEW BUSINESS!

Congratulations on making the decision to become a Brand Affiliate with Nu Skin. This Fast Start Booklet has been created by experienced and successful leaders from around the world to help you with your initial steps in building your Nu Skin business. These leaders volunteer their time and knowledge to the non-profit organisation called One Team Global (OTG).



WHO IS OTG?

NON-PROFIT ASSOCIATION - LAW 1/2002
OTG WEST EUROPE ASSOCIATION

The OTG community have developed a 7 step system that, when followed, will help you understand the core principles that will help you build your Nu Skin business. This system allows you to develop your leadership skills while learning how to implement each step. Master the skills in each step and share them with your future team. Remember to have fun along the way.



THE RELATIONSHIP BETWEEN NU SKIN AND OTG

Independent from Nu Skin Enterprises Inc. and its affiliated companies, OTG works exclusively with Nu Skin Brand Affiliates. To help you develop your business OTG has created a training system called System 7 (S7) which is what has been shared in this booklet.



NU SKIN

Your Business

- develops products
- ensures logistics
- takes care of administrative procedures related to your Brand Affiliate Account
- pays your commissions among other things.



Your Support Organisation

- teaches the business principles and provides mentoring
- organises Brand Affiliate sponsored events
- develops business material
- Code of Conduct (see page 23)

ENTRY POINTS

There are various ways for you to enter the business.

Whichever one works best for you, the basic principles remain the same. This booklet is an overview of how to implement the system within your getting started process and future method of building.



PRODUCTS AND DEVICES

.....
Share the product experience through product showcases/demos.

SOCIAL SELLING

.....
Share your product experience online.

PHARMANEX

.....
Wellbeing programme and food supplements.

BUSINESS BUILDER

.....
Build a network with a long term vision in mind.

SYSTEM 7 WORKFLOW

- 1 GOALS** Set your initial goals, both short and long term. Put them in writing with a clear deadline.
- 2 CONTACTS** Write your contact list.
- 3 INVITE** Inviting is like a movie trailer – create curiosity!
- 4 PRESENT** Learn how to present the business opportunity and share the products.
- 5 FOLLOW UP** Encourage your contact to take action after presenting the business opportunity and the products.
- 6 GETTING STARTED** Help your new prospect get started with the products and the System 7 Workflow.
- 7 TEAM WORK** Work together to achieve success.

These are the stepping stones to your success and each one focuses on driving your business forward.

1. GOALS

Most people set goals for themselves, but the important part is to follow them through. Knowing your goals is one of the main differences between a thriving and a struggling business. We will show you how you set your goals and put them to action.

Why Nu Skin? What is (are) your motivation(s)?

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What do you want? This question relates to your life, not just your business. We recommend creating a dream/vision board.

Supplemental income

Leveraged Income

1. GOALS

What are your goals? mark your main goals A goal not written down and without a date attached to it is more like a wish. Therefore we recommend you write your goals down with different timelines attached to them.

- Income.
- Personal development.
- Relationships.
- Business.
- Other:
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.....

How much do I **need/want** to make from my Nu Skin business per month?

Generating sales compensation as a Brand Affiliate requires considerable time, effort and dedication. Success will also depend upon your skills, talents and leadership abilities. This is not a get rich quick program. There is no guarantee of financial success and results will vary widely among participants. A complete summary of earnings at each level in the Sales Performance Plan can be found at www.nuskin.com

1 MONTH

6 MONTHS

1 YEAR

What specific actions will I take each week in order to achieve my goals?

1. Selling products, 2. Inviting contacts, 3. Posting on social media, 4. Customer acquisition, 5. Presentations/demos

1 MONTH

6 MONTHS

1 YEAR

How much time am I willing to invest per week in my business to achieve my goals?

1 MONTH

6 MONTHS

1 YEAR

Share this information with your sponsor (the person who introduced you into the business) and/or your other uplines as they are here to support you in achieving your goals. Building a business takes **hard work, dedication and patience** so remember that there has to be a combination of the time you are willing to invest in your business alongside your goals.

2. CONTACT LIST

FRIENDS / FAMILY / BUSINESS / COMMUNITY (FFBC)

Remember that creating your contact list is an action-orientated activity, and people who implement their plans are the ones who enjoy success.

Do not prejudice when creating your list and know that this is an ever growing list that you will continue to add to as you build your networks. Start with writing down everyone you know. We would recommend putting the most dynamic people in your networks and those with lots of influence at the top of your list. To simplify it we recommend separating them into these 4 categories. **Do it today!**

You will want to also think about your social media contacts. Some of these may already fall into one of these categories.



2. CONTACT LIST

LIST THE MOST INFLUENTIAL CONTACTS IN YOUR FOUR MAIN NETWORKS:

Draw up a list of 60 names of the people in your network, and preselect people for the business and/or the products. Choose 10 from Friends, 10 from Family, 10 from Business, 10 from Community and 20 from Social Media. Identifying: Who is he/she? Why did you think of him/her? Business or customer? What did he/she say?

FAMILY

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FRIENDS

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BUSINESS

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COMMUNITY

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3. INVITING

The purpose of inviting is to make your prospect curious enough to want to know more about what you have to offer him/her. Imagine your invitation to have the effect of a movie trailer that makes you want to see the full movie.

Put yourself in the situation of the person you want to invite to learn more of what you have to offer. What might they be interested in? Anti-aging skin care, food supplements, beauty devices or perhaps a business opportunity to earn some extra money?

Remember: You always remain focused on the other person's needs and on how you and your opportunity can help them with their needs and interests.

Decide what you are going to invite a person to:

- Learn more about the products?
- A product showcase?
- Your customer group on Facebook?
- Scanning with the Biophotonic Scanner?
- A LumiSpa demo at your kitchen table?

To learn more about the business opportunity?

- An open Business Briefing in a hotel?
- A Business Briefing video online or a webinar?
- A one-to-one meeting over a cup of coffee?
- The same principles apply whether you work through Social Media, Product Showcases or Business Presentations when offering a business opportunity or a product.

Tips for Inviting

1. Be brief in this phase. Do not get into the details. The objective is to get them to commit to set aside some time for a presentation.
2. Only invite nice, honest people who are open to take action.
3. Be enthusiastic (but not overwhelm them with your enthusiasm).
4. Listen more than you talk!
5. Don't be afraid of questions – they will be answered in the next phase, the Presentation.
6. Create the habit of inviting new people, who have shown interest, to meetings regularly.

5 Cs of Inviting

1. **Compliment** – Everybody likes a compliment; tell them why *they* are special.
2. **Curiosity** – As described above.
3. **Credibility** – Speak about the credibility of the company.
4. **Control** - Be brief, meet your audience where they are today, make him/her want to learn more.
5. **Commitment** – Confirm the appointment.

**You can find more advice on inviting from some of the most experienced leaders in the "Get Started" section on www.otg.global.*

3. INVITING

THE 5C'S OF INVITING

The 5C's is a template you can use that will help you, help other people learn how to get their network in front of a presentation. The presentation will show them the opportunity, the technology and/or the products.

Below are some 5C's examples. We recommend you get with your business mentor to help you with your wording using a template that they have found to be very effective. When inviting it is important to be yourself and communicate with your prospect in the way that you would normally communicate with them.

A wellness and anti-ageing expert

"I am looking to connect with people like yourself who have been successful in the wellness and anti-ageing industry, and are open to looking at an affiliate program. You and your staff will find the products and technologies impressive due to the many awards won globally. In addition, the company has invested into different platforms including our integrated beauty and wellness app. The best way to find out more information is to join one of our online business presentations. Would Tuesday or Thursday suit you best?"

An entrepreneur

"Thank you for reaching out, actually I am looking to speak with business people in your local area who are driven and focused like yourself. I am an affiliate with a company that specialises in wellness and antiageing using a business model that is innovative and rewarding, and allows you to build your own business. I believe with your network it would be a great time for you to get to know the about the company and the products that we offer. Is this something that you would be interested in finding out more about?"

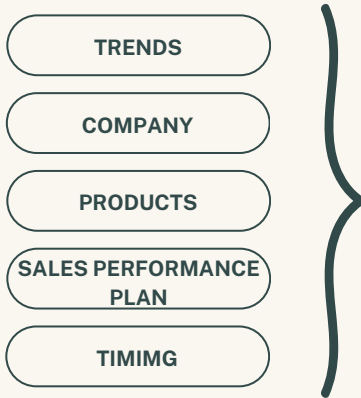
A friend

"Great that you have shown interest in my new adventure. I am excited to share with you that I have started a new business that allows me to work along side other affiliates and grow together. I am putting together my team of affiliates and because of your passion to help others (or whatever the reason for you choosing this person) I wanted to speak with you about this business and these products. The company is celebrating 40 years of success and have grown into multiple countries so you can have a global business working along side me. The best way for you to get the correct information, would be to listen to one of our online business presentations that is happening tonight. Can I send the details over?"

4. PRESENT

Presenting the business and the products to your contacts must be learned and we strongly recommend your sponsor is with you during your first presentations. There are OTG resources at the back of the booklet to help you with presenting the business.

We use official OTG presentations which you can download from www.otg.global and covers our 5 key points:



Learn how to present this within one minute and also the expanded version. Work with your sponsor on this.

The various options of presenting include:

1. Meeting personally with the prospect, alone or with your sponsor.
2. Inviting your prospect to an open OTG meeting (Business Briefing).
3. Posts in social media.
4. Product Demo / Showcase / Expo.
5. Inviting your prospect to an online presentation or using a recorded presentation in your language.

NB! Always schedule a follow-up meeting no later than 48 hours after your presentation/ demo - if possible together with your sponsor/partner.



4. PRESENT

Here are some example scripts for presenting the 5 point presentation in one minute:

1 *“Would you agree that more people are looking for flexible working hours and to have the ability to work from home? This is a growing trend and our business allows people to be part of that growing trend. The company is celebrating 40 years of success and you can check them out on the New York Stock Exchange. They have a portfolio of many antiageing products that deliver on results, including a brand known as ageLOC, which is a \$10 Billion brand. This business allows us to not only share the products, it allows us to share the opportunity with others if they are interested in additional income. We are a very innovative company with huge vision of products and technologies within the antiageing arena. Now would be a great time to join a business presentation and find out more.”*

2 *“I am sure you would agree that more and more people are looking to earn a little extra money from home, working online. Our company gives you the opportunity to have your own business working online with flexible hours. The company has a platform with over 250 products. Many of which enable you to demonstrate the visible benefits using before and after pictures that you can share on your social media platforms. This will allow you to start making money when people purchase the products you are marketing. I would also recommend that you share this affiliate program with those who are interested in building a business with these great products. With more and more people looking to work online with flexible hours it is important to choose a partner company that has a future growth plan, which is something else we have.”*

3 Example for experts already working in the beauty, anti-ageing and wellness industry:

“It’s always important to look at market trends when deciding on a business to partner with. Our company has innovative anti-ageing products and has been named the worlds #1 brand for Beauty Device Systems for 6 consecutive years, from 2017 to 2022.” This and personalisation, are fast growing trends. The company is a very innovative company who has developed technologies and products that are backed by science and can help people to look and feel their best while reducing the visible signs of ageing. I can teach you how to market these products using a simple system. This will allow you to make extra money to complement what you are already doing and provide additional services to your customers. It’s an exciting time to look into this opportunity especially with the market trends of anti-ageing, technology, internet of things (IoT) and artificial intelligence.”

5. FOLLOW UP

The best way to follow up is to ask when and how your contact wants to proceed. Be prepared for your prospect to have questions for you. If you don't have the answer, let them know you will find out for them or invite your sponsor onto the call.

You should always stay connected and make sure you have appointments for the next steps (whether it will be a personal appointment, a phone appointment, or a Zoom call). Two or more follow-up contacts or meetings may be required with the person before he/she is ready to join the business, so be patient. If your contact seems open but not ready, make sure he/she is ok to be followed up (“Can I keep you informed...”).

It is also important that you stop the following-up if a person is not interested. You can ask them if it is ok if you contact them again at a later stage to see if the timing is better for them. You offer a great opportunity, but your success does not rest on a single person joining your team or not.

A "no" can actually be better than a "maybe" (and save you time), so don't be afraid to ask for a clear answer.

DOWNLOAD THE NUSKIN CONNECT APP

Smart Prospecting, Contact Management, Custom Lists, Planning & Organisation, Trends & Activity Tracking



It is important to keep track of all the people you are speaking to about the business and products. To ensure that you remember to follow up and to know what information each person has been given, Nu Skin has created an app that allows us to do just that. Download the Nu Skin Connect App, login with your Nu Skin login details and begin adding your contacts and the details of your interactions into the App.

6. GETTING STARTED

If you haven't already done so then watch the “BB II – Getting started” training, online or offline.

When you have enrolled a new business partner you can do the following:

1. For customers, help him/her place the first order and ensure access to all necessary product-related information and materials.
2. Teach him/her about the ADR program and, if they wish, help them establish an ADR order.
3. For Brand Affiliates, teach him/her how to sell these high quality products to end consumers through social media or meetings.
4. Make sure he/she gets a copy of this Fast Start Booklet and read through it with them.
5. Show them how to download our 3 apps - Nu Skin Stela, Vera and Nu Skin Connect.
6. Show them the OTG website (<http://otg.global>) and the meeting calendar. Help your new affiliate register for the OTG mailing list and invite him/her to the local OTG Facebook group.
7. Make sure you schedule a business presentation that your new Brand Affiliate can invite prospects to. In addition, book them in to the next local OTG S7 Workshop (FST) event to receive basic training and meet other OTG team players.
8. Help your new partner to start the business in a CLEAR and SIMPLE way.

7. TEAM WORK

We all win working together by following the OTG Code of Conduct and the four principles of being an OTG Team Player.

Build the depth of your business by driving deep within your circle of influence. Respect fellow Nu Skin Brand Affiliates at every meeting and training at all times.

We follow the Code of Conduct and the four principles of being an OTG Team Player.

Duplication: Learn, apply, and teach the principles that can lead to successful customer acquisition and business building. Be coachable, take consistent action, and be an example that others can learn from. Remember that true leadership is defined not only by your own success, but by the success of your team.

Edification: Become familiar with speaking in positive terms to emphasize how much you value the different components that help you towards your personal success. The edification process is a powerful process when building your business especially when introducing your new sponsor to one of your mentors or your team. The Edification process in effect is "to speak highly of". Ask your upline sponsor to explain this in more detail to you and practise becoming an expert at this.

Respect sidelines: We are all in the same "family", so let's respect and encourage each other. Talk positively to your sidelines and edify their upline. A sideline is anyone who is not in your upline or downline organisation.

You may also hear the term crossline, or no crosslining. Crosslining is an action, so for example you would not ask a sideline to teach you the business, this would be known as Crosslining. When you have a problem or a challenge, however, remember to approach your own upline or the company.

Consultation: Provide guidance to your Brand Affiliates along the way. This involves goal setting and follow-ups on what actions have been taken.

This is how we prosper together with Nu Skin!



Duplication

Edification

Respect Sidelines

Consultation

7 CORE HABITS FOR SUCCESS

To become a leader, you must first act like a leader and do what a leader does. The Core Habits are vital for your success in this business and we recommend you revisit and reassess yourself on these habits at least once a month. By grading yourself 1-10 (1 being poor, 10 being the best) on each habit, will give you an indication as to what areas you require to work on to improve the habits required to be a successful leader.

01

Be a product of the product.

02

Acquire new customers regularly.

03

Present the business and the products to new people each month.

04

Strive to achieve at least 2 blocks each week.

05

Feed your mind daily.

06

Stay connected and contribute by attending OTG events.

07

**Be a team player:
Duplication, Edification, Respect
Sidelines: No Cross-lining,
Consultation**



WORKFLOW

EVENTS

CORE HABITS

- 1. Set Goals
- 2. Create Contact List
- 3. Invite
- 4. Present Opportunity/Share Products
- 5. Follow Up
- 6. Get Started
- 7. Teamwork

| | |
|---------------------------|--------------------|
| 1:1 Personal Presentation | |
| Business Briefing | Regional Kick Off |
| System 7 WorkShop | Success Summit |
| Product Presentation | Nu Skin Convention |

- 1. Be a product of the product.
- 2. Acquire new customers regularly.
- 3. Present the business and the products to new people each month.
- 4. Strive to achieve at least 2 blocks each week.
- 5. Feed your mind daily.
- 6. Stay connected and contribute by attending OTG events.
- 7. Be a team player.

DUPLICATION

EDIFICATION



**RESPECT SIDELINES
NO CROSS LINING**

CONSULTATION

GETTING STARTED CHECK LIST

TAKE ACTION NOW!

Now that you have more knowledge of the System 7 Workflow and the Core Habits please continue to remind yourself of them and to teach them to your new team members.

You may find having a getting started checklist really helpful when on-boarding your new Brand Affiliates.

1

Register as a Brand Affiliate and learn how to place an order.

In order to be able to promote and recommend products, you may want to try the products to find your own favourites.

2

Download the Vera app and do your skin consultation.

This consultation will then recommend you products. This could be your first purchase or maybe your sponsor has recommended something else to get you started.

3

Download the Nu Skin Stela app.

This is our affiliate app where you can see and track your progress as well as create product links for your customers and sign-up links for new affiliates

4

Set up an appointment/meeting with your sponsor.

Make sure you do this within 24 hours (maximum 48 hours) so they can help you with your first presentation (offline or online), product showcase and/or first social media post.

5

Get familiar with the System7 Workflow.

Work through this booklet with your sponsor.

GETTING STARTED CHECK LIST

6

Get connected

Join the OTG Europe and Africa and local market OTG groups on Facebook.



7

Check the meeting calendar

Check the meeting calendar on <http://otg.global> for upcoming meetings/events/business presentations in your area.



8

Download the NuSkin Connect App

With Nu Skin Connect, you can use innovative, time-saving, easy to use features to help you build your business.



9

Set up your monthly ADR Subscription product order

Nu Skin offers a very rewarding loyalty program. By signing up for an ADR, Subscription you will have your products delivered to your home on a monthly or bi-monthly basis and you will gain products points of 20% or 30% of the ADR order's SV order value that can be redeemed for products! You can change the content in your ADR at any time.



10

Talk to people

Start talking to people from your contact list about the products and the business opportunity.



Please remember that your Nu Skin Account Manager is available to support you and answer any questions you may have.

BECOME FAMILIAR WITH ATTRACTION MARKETING

Attraction Marketing

“Attraction Marketing is the use of marketing techniques specifically designed to teach the customer what you are doing and how a service or product will benefit them well before they purchase it.” - Facebook

Attraction marketing is about attracting customers and prospects to you on social media rather than you going to them.

Attraction marketing should be well thought through, not automated. Familiarize yourself with Nu Skin's Social Sharing Guidelines and other applicable guidelines found at nuskin.com

People often wrongly think that we should promote our products or our Nu Skin brand on social networks, while in fact what you should promote is YOURSELF: the real product is YOU.

To have people 'buying' you, first they must know, appreciate, and trust you. Start by creating an audience, adding people who share your interests (not only your friends or Nu Skin Brand Affiliates).

You must have a strategy and stick to it when you communicate by adding interesting content. Stay authentic and build your own brand: be inspired by others, but do not copy them. Be the best version of yourself, not the second best version of someone else!

When posting on social media, alternate different types of posts: personal posts (you, your social circle, your lifestyle), business-oriented posts, informative posts, posts describing the effects of our products, and fun posts (a picture of you and your Brand Affiliates having fun).

You will attract people who will identify with how you are and how you work: people sharing your philosophy will be attracted by your lifestyle, and basically, by WHO YOU ARE!

ADDITIONAL RESOURCES

<http://otg.global>

Your business support web page.

Nu Skin Resources

learningcenter.nuskin.com

There are many trainings in the learning center. Please remember to complete Policy Basic training within 30 days in order to receive your earned commissions. All other trainings can be completed at a later date in your own time.

Ask your sponsor to connect you to your local Facebook Group.



RECOMMENDED READING/LISTENING

Books

- The Success Formula, by Chris Taylor
- Think and Grow Rich, by Napoleon Hill
- The Greatest Salesman in the World, by Og Mandino
- Rich Dad, Poor Dad, by Robert Kiyosaki
- 7 Habits of Highly Effective People, by Stephen Covey
- Aspire, by Kevin Hall
- Awaken the Giant Within, by Anthony Robbins
- The Slight Edge, by Jeff Olson
- As a Man Thinketh, by James Allen
- Peaks and Valleys, by Spencer Johnson
- It's Not About the Money, by Bob Proctor
- The Leader Who Had No Title, by Robin Sharma
- Think Rich to Get Rich, by T. Harv Eker
- How to Win Friends and Influence People in the Digital Age, by Dale Carnegie
- The Monk Who Sold His Ferrari, by Robin Sharma
- Magnetic: The Art of Attracting Business, by Joe Calloway
- Frazer Brookes: I Dare You
- Frazer Brookes: I Double Dare You
- Miracle Morning, by Hal Elrod
- 10x is Easier than 2x, by Dan Sullivan



Sales performance plan

Work where you want - when you want

DISCLAIMER:

This is EMEA average earnings for 2022. To generate a substantial income as a Brand Affiliate requires hard work, time and commitment. This is not a get rich quick program. There are no guarantees for financial success.

| | | | | | | | | | | | | | | | | | |
|---------------------------------------|--------|-----------------------|--------|-----------|--------|--------------|-------|---------------|---------|-----------------|---------|------------------|---------|------------------|---------|-----------------------|----------|
| Monthly Average | \$35 | Qualifying Brand Rep. | \$135 | Brand Rep | \$512 | Gold Partner | \$857 | Lapis Partner | \$1,543 | Ruby Partner | \$2,459 | Emerald Director | \$4,019 | Diamond Director | \$7,482 | Blue Diamond Director | \$23,869 |
| Average percentage active BA | 12.67% | 1,19% | 2,42% | 0,87% | 0,62% | 0,14% | 0,19% | 0,07% | 0,08% | BRAND DIRECTORS | | | | | | | |
| Average percentage of BR and above BA | n/a | n/a | 55,10% | 19,77% | 14,25% | 3,18% | 4,42% | 1,57% | 1,72% | BRAND PARTNERS | | | | | | | |

In addition, you may be able to earn a retail profit when selling products to your unregistered retail customers

The purpose of this document is to provide accurate and straightforward information regarding bonus commissions paid to Brand Affiliates by the Company. The table below sets forth detailed information concerning compensation paid in 2022 to Brand Affiliates registered in EMEA markets. The table only includes Brand Affiliates who qualify to receive commissions. Brand Affiliates who only purchase products for personal use do not qualify to receive commissions and hence, they are not included in the table. Generating compensation as a Brand Affiliate requires considerable time, effort, and commitment. 2022 Brand Affiliate Compensation in EMEA (all amounts in USD). The average exchange rate in 2022 for 1 US Dollar was 0,945734 EURO. An "active" Brand Affiliate is defined as any Brand Affiliate who made a personal purchase during the most recent three-month period in question.

OTG CODE OF CONDUCT

1. I conduct business in line with our OTG Vision & Mission*.

2. I treat all team members and their contacts with respect at all times.

3. I strive to be a loyal 'product of the products'.

4. I maintain a positive and encouraging attitude that reflects OTG. I show respect for others by maintaining high ethical standards in my words and actions.

5. I respect sponsors and leaders of other Brand Affiliates and groups. I encourage colleagues to work towards growth and success with their leaders. I act responsibly. I teach and lead by example. I support and encourage all Brand Affiliates who demonstrate commitment to this business.

6. I continue to learn and develop by following the guidelines outlined in the OTG training materials, found at <http://otg.global>. I use OTG official material, approved by Nu Skin.

7. When selling or purchasing products, I follow Nu Skin's policies and guidelines.

8. I only recruit those who are not currently active in Nu Skin. I never encourage active Brand Affiliates or prospects to switch groups. I acknowledge that this is not acceptable behavior under any circumstances.

9. I agree issues or conflicts are best addressed first with my upline and the company.

10. I maintain a clean, neat, and professional appearance and dress code.

11. I make an effort to attend all OTG recommended System 7 events, including business briefings, System 7 Workshops, Regionals, Success Summits and Nu Skin events.

I hereby certify that I have received the OTG CODE OF CONDUCT and that I have read, understood and will abide by it. I will refer to the OTG CODE OF CONDUCT GUIDE with questions.

Date:

Signature:

***Vision:** The OTG Vision is to create a unique Global Organization through teamwork, mentorship and support, empowering individuals to create profitable international Nu Skin businesses.

***Mission:** The OTG Mission is to develop successful leaders by providing a global system based on contribution, honesty, accountability, integrity and respect ("CHAIR").

APPENDIX

SALES PERFORMANCE PLAN GLOSSARY

BRAND AFFILIATE (BA)— A Person who signs up with Nu Skin as a Brand Affiliate and can purchase Products at the Member Price, sell Products to customers, sign up Registered Customers, and is not in Qualification. Brand Affiliate will also be used as a general reference to all Brand Affiliates and Brand Representatives. For example, a Brand Partner or Brand Director will be referred to as a Brand Affiliate as a general reference when talking about all Brand Affiliates.

BRAND REPRESENTATIVE (BR)—A Brand Affiliate who has successfully completed Qualification and who has not lost their Brand Representative status. The term Brand Representative will also be used as a general reference for all Titles of Brand Representative and above. For example, a Ruby Partner or Diamond Director will be referred to as a Brand Representative as a general reference when talking about all Brand Representatives.

LETTER OF INTENT (LOI)—A document or online notice that a Brand Affiliate submits to us to notify us of their intention to enter Qualification and become a Qualifying Brand Representative.

QUALIFYING BRAND REPRESENTATIVE (QBR)—Qualifying Brand Representative: A Brand Affiliate who (1) has submitted a Letter of Intent and has completed two Building Blocks (a Brand Affiliate is officially classified as a Qualifying Brand Representative after the next weekly Bonus calculation), and (2) is in the process of meeting the Qualification requirements.

SALES VOLUME (SV)—A point value set for each Product used to compare the relative value of Products across various currencies and markets to measure qualification for various performance benchmarks, including Sharing Blocks, Building Blocks, and Leadership Team Sales Volume, and quantify the Product sales in your Consumer Group and Team. Sales Volume is adjusted from time to time as the Company deems necessary. Sales Volume is different from Commissionable Sales Value. You can obtain information regarding the Sales Volume and other sales compensation related information for each Product by signing in to your market's Brand Affiliate website.

BUILDING BLOCK—A measurement of Sales Volume. A Building Block is only considered complete when it has 500 points of Sales Volume. A Building Block with less than 500 points of Sales Volume is referred to as incomplete.

RETAIL CUSTOMER—Retail Customers: Any Registered Customers who purchase at a retail price. The Bonus on a Retail Customer's Product purchase is paid to the Brand Affiliate who is identified as the seller at the time of the specific Product order. For purposes of this Plan, an unregistered customer is not included in the definition of Retail Customers. Retail Customers do not participate in Velocity and cannot resell Products or register other Registered Customers.

TITLE—Titles are achieved as a Brand Representative based on your number of G1 Brand Representatives and Leadership Teams. Your Title determines the number of Generations on which you can earn a Leading Bonus.

LEADERSHIP TEAM—A G1 Brand Representative that meets certain Leadership Team Sales Volume benchmarks in a month.

LEADERSHIP TEAM SALES VOLUME—Leadership Team Sales Volume: Leadership Team Sales Volume is the sum of Consumer Group Sales Volume in your G1-G6 for a given G1 Brand Representative.

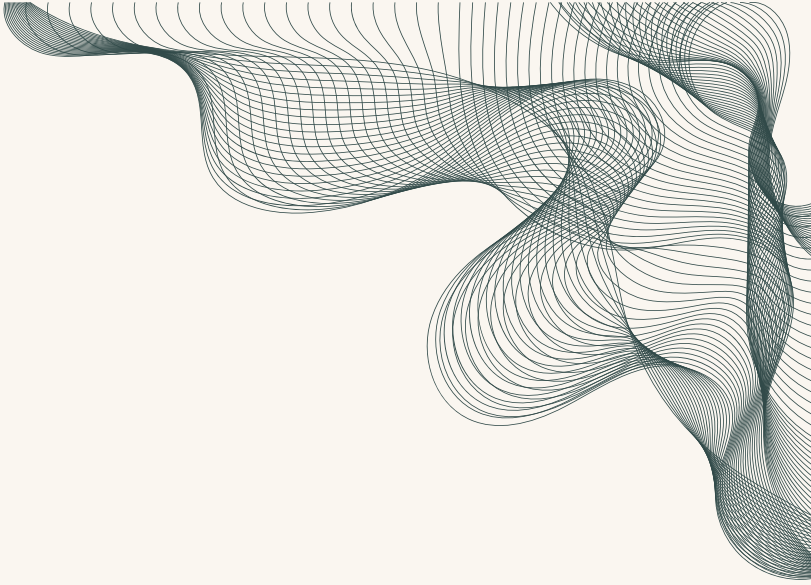
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FAST START BOOKLET



<http://otg.global>

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