



innov8tive
N U T R I T I O N

Innov8tive Rewards

Promoter Compensation Plan

Welcome!

Innov8tive Nutrition Promoter,

Innov8tive Nutrition is a network marketing company with exceptional products and a compensation plan designed to reward Promoters who wish to share our products with others. We feel that if you have quality products and a compensation plan that focuses on valuing people and rewards their hard work, this will be a company that people will want to be a part of.

We are EXCITED to have you as part of the family!

Mission Statement

We create innov8tive, cutting-edge nutrition products to help people achieve their health and wellness goals.

Our Vision

Innov8tive Nutrition is a company founded by Promoters for Promoters. Our vision is that our Promoters have a fair compensation plan that pays generously. Our focus is on being Innov8tive in all we do, from our technology driven system to a cutting edge product line. Innov8tive is excited to offer products that will impact our customers and their families with a better quality of life in health and wellness. We are committed to redefining the world of nutrition and self care through this powerful home-based business.

Core Values

Customer Service: We strive to make every customer and Promoter a "loyal customer for life" by providing extraordinary customer service that represents going "above and beyond," with quick and fair resolutions to each inquiry.

Quality & Value: We will strive to not only provide superior products, but to stay current and on the cutting edge of product development, trends and technology.

Inspire & Empower: We believe that the Promoter is the heart of our company and as such we will work hard to inspire and empower each and every one to achieve their goals.

Teamwork & Family: At Innov8tive Nutrition, we realize the importance of the family culture. We respect input and value ideas and feedback from you. We want our team members to feel as though they are a voice in our company and believe that great ideas are the result of collaboration. Our commitment is to work as hard for you as you do for us!

Customers

Anyone can join Innov8tive Nutrition as a customer by purchasing a product.

Promoter

\$49.95 to become an Innov8tive Nutrition Promoter. Renews annually.

SmartShip Customers

Customers with a recurring order will achieve SmartShip Customer status and enjoy a 10% discount on their SmartShip* orders!

All products come with a 30-day money back guarantee

SmartShip Promoters

Promoters with a recurring order will achieve SmartShip status and receive **FREE** shipping on their SmartShip* orders!

(All SmartShip orders will be shipped 1st Class Mail)

*10% Smartship is deducted from retail profit of the uplines promoters' payout percentage.

Glossary of Terms

Personal Retail Customer — Anyone who orders from your personal website or from your on-hand inventory.

Personal Volume (PV) — All of your volume and your Retail Customer Volume.

Personal Group Volume (PGV) — Your personal orders, your customer's orders, all Promoters not at the Silver Rank or under another Silver.

Active Personal Retail Customer — A customer's order/orders equalling \$49.95 or more within a calendar month.

Retail Customer Volume — All volume generated by all Personal Retail Customers, including those on AutoShip/SmartShip.

Total Team Volume (TTV) — All volume generated by your entire organization, including your own volume.

Unallocated Volume — Volume that is not being allocated (used) for qualification purposes to achieve Silver Promoter Rank.

Leg or Line of Sponsorship — A leg is a line of Personal Sponsorship — meaning all of the people you Personally Sponsor and all of their personally sponsored people.

Achieved Rank — Highest achieved rank in a calendar month (based on TTV, locked in for 12 months).

Paid as Rank — Meeting all qualifications to be paid monthly commissions at a specific rank (TTV, active personal retail customers, PV, leg balance requirements).

Customer Loyalty Discount — As a reward for their loyalty, all Customers enjoy a 10% discount on all SmartShip orders.

Customer SmartShip Order — Allows customer to set up a monthly autoship rewarding them with a 10% customer loyalty discount.

Promoter SmartShip Order — Allows Promoters to set up monthly autoships with FREE shipping.

Profit Level Qualified Promoter — Highest profit percentage level (15% – 25%) achieved in calendar month.

Rank Qualified Promoter — Any Promoter (Silver – Presidential Platinum elite) who achieves the specified TTV (Total Team Volume) requirements for each rank in a calendar month.

Compression — Up to 6 levels are counted and paid out to the Qualified Silver Rank Promoters that are active and levels compress accordingly.

* A Silver rank qualified Promoter and above that meet all required paid as rank qualifications will count as a level.

Savings & Earning Profits

To Earn PERSONAL Savings:

- A Profit Level Qualified Promoter earns up to a 40% savings on their own personal purchases.
- A Promoter earns a savings on their own personal purchases as outlined below:

\$0 - \$1000	= 15% Personal Savings (Promoter 1)
\$1001 - \$2000	= 20% Personal Savings (Promoter 2)
\$2001 - \$4000	= 25% Personal Savings (Promoter 3)
\$4001+	= 40% Personal Savings (Silver Promoter)

*Any achieved rank is locked in for 12 months

To Earn RETAIL Profits:

- A Profit Level Qualified Promoter earns up to 40% Retail Profit on all Retail Customer sales.
- A Promoter earns Retail Profits on all Retail Customer sales, the amount of Retail Profit depends on their Profit Level.

To Earn WHOLESALE Profits:

- Wholesale Profit is earned by Promoters on their downline Promoters. A Profit Level Qualified Promoter or Promotor earns the difference between the Profit Level of their downline Promoters and their own Profit Level, if one exists.

EXAMPLE 1: Promoter B is at a 15% Profit Level and Promoter A is at a 40% Profit Level, Promoter A earns 25% on the product order of Promoter B.

EXAMPLE 2: Promoter B is at a 15% Profit Level and Promotor C (below B in line of Sponsorship) is at a 15% Profit Level, Promoter A is at a 40% Profit Level. Promoter A earns 25% on the product order of Promoter B and Promoter C combined.

4 ways to earn!

1. Retail Profits 2. Wholesale Profits 3. Downline Commissions 4. Bonuses

	Achieved Rank			Pay As Rank								
	Promoter 1	Promoter 2	Promoter 3	Promoter Silver	Promoter Silver Elite	Promoter Gold	Promoter Gold Elite	Promoter Platinum	Promoter Platinum Elite	Double Platinum Elite	Triple Platinum Elite	Presidential Platinum Elite
Product Discount	15%	20%	25%	40%	40%	40%	40%	40%	40%	40%	40%	40%
Product Commissions	15%	20%	25%	40%	40%	40%	40%	40%	40%	40%	40%	40%
Minimum Active Personal Retail Customers *				2	4	6	8	10	12	12	12	12
Minimum PV – Personal Volume				100	150	200	250	300	400	500	600	700
Total Team Volume **				4,001	15,000	25,000	50,000	75,000	100,000	200,000	300,000	500,000
Max Per Leg (60%)				2,401	9,000	15,000	30,000	45,000	60,000	120,000	180,000	300,000
1				5%	5%	5%	5%	5%	5%	5%	5%	5%
2				5%	5%	5%	5%	5%	5%	5%	5%	5%
3				5%	5%	5%	5%	5%	5%	5%	5%	5%
4					4%	4%	4%	4%	4%	4%	4%	4%
5						4%	4%	4%	4%	4%	4%	4%
6							4%	4%	4%	4%	4%	4%
MONTHLY BONUS ***										\$2,000	\$3,000	\$5,000

* Minimum customer's order/orders = \$49.95 or more in a calendar month.

** For Qualification purposes only, maximum volume counted per leg is 60% • Achieved ranks locked in for 12 months

*** 1% Bonus for Double Platinum Elite and Above that meet Monthly Qualifications

Examples

Methods to qualify to the achieved rank of Silver Promoter using unallocated volume

EXAMPLE A

Sue qualifies on her \$4001.00 — which makes her a Silver rank qualified Promoter.

Cindy doesn't have \$1000.00 so she doesn't qualify.

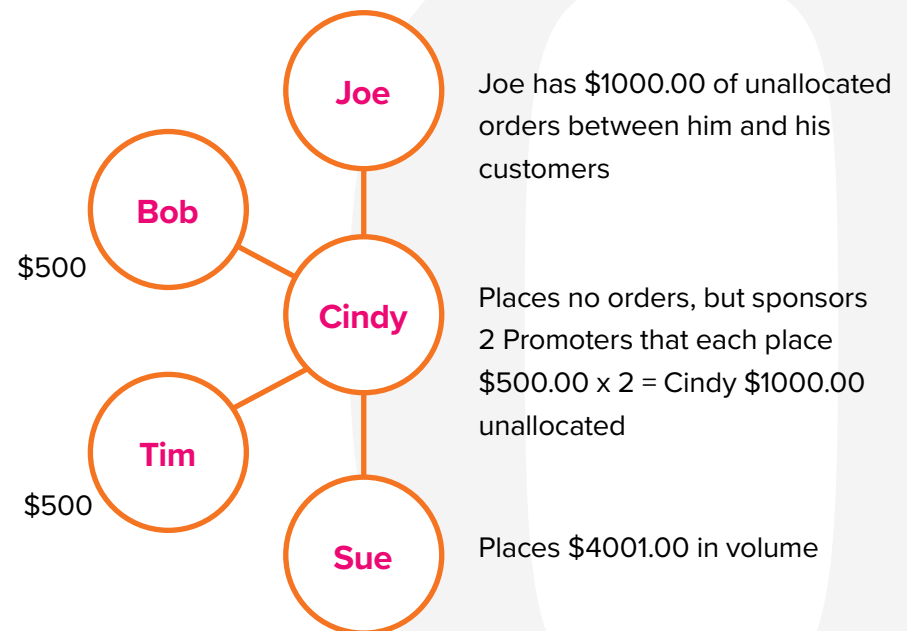
Joe has \$1000.00 unallocated so he qualifies w/Sue as a Silver rank qualified Promoter.



EXAMPLE B

Total between the 3 Qualifiers are Sue \$4001.00 — which makes her Silver rank qualified Promoter.

Joe and Cindy both have \$1000.00 unallocated which qualifies them @ Silver rank qualified Promoters.



Rank Qualifications

A **RANK QUALIFIED Promoter SILVER** is a Promoter who has:
Personal Group Volume (includes your volume, as well as your Customers and Promoters) = **\$4001+ ***

(Requalification for Silver \$4001+ Personal Group Volume)

To earn downline commissions as a **RANK QUALIFIED Promoter SILVER** you must:

- 1) Have a Personal Group Volume (includes your volume, as well as your Customers and Promoters) = **\$4001+ ***
- 2) Personal Volume (includes your volume, plus your Customers) = **\$100**
- 3) Minimum Number of Active Personal Retail Customers Required = **2**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified Promoter Silver earns:

5% on Level 1 Promoter Volume

5% on Level 2 Promoter Volume

5% on Level 3 Promoter Volume

*For Qualification purposes only, maximum volume counted per leg is 60%

A **RANK QUALIFIED Promoter SILVER ELITE** is a Promoter who has:
Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$15,000+ ***

To earn downline commissions as a **RANK QUALIFIED Promoter SILVER ELITE** you must:

- 1) Have a Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$15,000+ ***
- 2) Personal Volume (includes your volume, plus your Customers) = **\$150**
- 3) Minimum Number of Active Personal Retail Customers Required = **4**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified Promoter Silver Elite earns:

5% on Level 1 Promoter Volume

5% on Level 2 Promoter Volume

5% on Level 3 Promoter Volume

4% on Level 4 Promoter Volume

*For Qualification purposes only, maximum volume counted per leg is 60%

Pay Cycles

\$ WEEKLY PAY — Retail Profit and Wholesale Profit are paid weekly. Pay is based on the highest rank of achievement during the weekly qualification period.

\$ MONTHLY PAY — Qualifications for Monthly Commissions are calculated on the calendar month. Monthly commissions are based on the Paid as Rank achievement during the monthly qualification period. Downline Commissions are paid monthly on the 15th of the month, following the close of business — which is the last day of the calendar month.

Rank Qualifications

A **RANK QUALIFIED Promoter GOLD** is a Promoter who has:
Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$25,000+ ***

To earn downline commissions as a **RANK QUALIFIED Promoter GOLD** you must:

- 1) Have a Total Team Volume (includes your volume, as well as your Builders, Customers and Promoters) = **\$25,000 ***
- 2) Personal Volume (includes your volume, plus your Customers) = **\$200**
- 3) Minimum Number of Active Personal Retail Customers Required = **6**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified Promoter Gold earns:
5% on Level 1 Promoter Volume
5% on Level 2 Promoter Volume
5% on Level 3 Promoter Volume
4% on Level 4 Promoter Volume
4% on Level 5 Promoter Volume

*For Qualification purposes only, maximum volume counted per leg is 60%

A **RANK QUALIFIED Promoter GOLD ELITE** is a Promoter who has:
Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$50,000+ ***

To earn downline commissions as a **RANK QUALIFIED Promoter GOLD ELITE** you must:

- 1) Have a Total Team Volume (includes your volume, as well as Customers and Promoters) = **\$50,000 ***
- 2) Personal Volume (includes your volume, plus your Customers) = **\$250**
- 3) Minimum Number of Active Personal Retail Customers Required = **8**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified Promoter Gold Elite earns:
5% on Level 1 Promoter Volume
5% on Level 2 Promoter Volume
5% on Level 3 Promoter Volume
4% on Level 4 Promoter Volume
4% on Level 5 Promoter Volume
4% on Level 6 Promoter Volume

*For Qualification purposes only, maximum volume counted per leg is 60%

Rank Qualifications

A **RANK QUALIFIED Promoter PLATINUM** is a Promoter who has:
Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$75,000+ ***

To earn downline commissions as a **RANK QUALIFIED Promoter PLATINUM** you must:

- 1) Have a Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$75,000 ***
- 2) Personal Volume (includes your volume, plus your Customers) = **\$300**
- 3) Minimum Number of Active Personal Retail Customers Required = **10**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified Promoter Platinum earns:
5% on Level 1 Promoter Volume
5% on Level 2 Promoter Volume
5% on Level 3 Promoter Volume
4% on Level 4 Promoter Volume
4% on Level 5 Promoter Volume
4% on Level 6 Promoter Volume

*For Qualification purposes only, maximum volume counted per leg is 60%

A **RANK QUALIFIED Promoter PLATINUM ELITE** is a Promoter who has:
Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$100,000+ ***

To earn downline commissions as a **RANK QUALIFIED Promoter PLATINUM ELITE** you must:

- 1) Have a Total Team Volume (includes your volume, as well as Customers and Promoters) = **\$100,000+ ***
- 2) Personal Volume (includes your volume, plus your Customers) = **\$400**
- 3) Minimum Number of Active Personal Retail Customers Required = **12**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified Promoter Platinum Elite earns:
5% on Level 1 Promoter Volume
5% on Level 2 Promoter Volume
5% on Level 3 Promoter Volume
4% on Level 4 Promoter Volume
4% on Level 5 Promoter Volume
4% on Level 6 Promoter Volume

*For Qualification purposes only, maximum volume counted per leg is 60%

Rank Qualifications

A **RANK QUALIFIED DOUBLE PLATINUM ELITE** is a Promoter who has:
Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$200,000+ ***

To earn downline commissions as a **RANK QUALIFIED DOUBLE PLATINUM ELITE** you must:

- 1) Have a Total Team Volume (includes your volume, as well as Customers and Promoters) = **\$200,000+ ***
- 2) Personal Volume (includes your volume, plus your Customers) = **\$500**
- 3) Minimum Number of Active Personal Retail Customers Required = **12**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified DOUBLE Platinum Elite earns:
5% on Level 1 Promoter Volume
5% on Level 2 Promoter Volume
5% on Level 3 Promoter Volume
4% on Level 4 Promoter Volume
4% on Level 5 Promoter Volume
4% on Level 6 Promoter Volume
\$2,000 Monthly Bonus**

*For Qualification purposes only, maximum volume counted per leg is 60%

** 1% Bonus for Double Platinum Elite and Above that meet Monthly Qualifications

A **RANK QUALIFIED TRIPLE PLATINUM ELITE** is a Promoter who has:
Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$300,000+ ***

To earn downline commissions as a **RANK QUALIFIED TRIPLE PLATINUM ELITE** you must:

- 1) Have a Total Team Volume (includes your volume, as well as Customers and Promoters) = **\$300,000+ ***
- 2) Personal Volume (includes your volume, plus your Customers) = **\$600**
- 3) Minimum Number of Active Personal Retail Customers Required = **12**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified TRIPLE Platinum Elite earns:
5% on Level 1 Promoter Volume
5% on Level 2 Promoter Volume
5% on Level 3 Promoter Volume
4% on Level 4 Promoter Volume
4% on Level 5 Promoter Volume
4% on Level 6 Promoter Volume
\$3,000 Monthly Bonus**

*For Qualification purposes only, maximum volume counted per leg is 60%

** 1% Bonus for Double Platinum Elite and Above that meet Monthly Qualifications

Rank Qualifications

A **RANK QUALIFIED PRESIDENTIAL PLATINUM ELITE** is a Promoter who has: Total Team Volume (includes your volume, as well as your Customers and Promoters) = **\$500,000+ ***

To earn downline commissions as a **RANK QUALIFIED PRESIDENTIAL PLATINUM ELITE** you must:

- 1) Have a Total Team Volume (includes your volume, as well as Customers and Promoters) = **\$500,000+ ***
- 2) Personal Volume (includes your volume, plus your Customers) = **\$700**
- 3) Minimum Number of Active Personal Retail Customers Required = **12**

TO EARN DOWNLINE COMMISSIONS

A Rank Qualified PRESIDENTIAL Platinum Elite earns:

5% on Level 1 Promoter Volume

5% on Level 2 Promoter Volume

5% on Level 3 Promoter Volume

4% on Level 4 Promoter Volume

4% on Level 5 Promoter Volume

4% on Level 6 Promoter Volume

\$5,000 Monthly Bonus**

*For Qualification purposes only, maximum volume counted per leg is 60%

** 1% Bonus for Double Platinum Elite and Above that meet Monthly Qualifications

! FAILURE TO RENEW — When a Promoter fails to renew their Promotorship (which is \$49.95 annually) within 32 days of expiration, they revert back to the highest Profit Level they have achieved within the previous 12 months and they must requalify as a Promoter again to achieve the 40% Profit Level and all Promoter benefits.

! 12-MONTH CLOCK EXPIRATION — When a Promoter's 12-month Personal Profit Clock expires, they revert back to the highest Profit Level they have achieved within the previous 12 months.