Welcome

Innov8tive 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 products that deliver results 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.

Whether you choose to work your new business full time or part time, you’ll be rewarded for your effort.

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

Mission Statement

To provide superior nutritional supplements for families along with a business plan that can lead to financial freedom.

Vision Statement

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 redefining the nutritional industry as we know it. 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 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 )

(Top)
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.

**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 4K 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).

**Fast Start Bonus (Promoters)** — A 25% bonus paid to the Sponsor on the new Promoter’s first purchase.

**Fast Start Bonus (Customers)** — A 10% bonus paid to the Sponsor on all new Customer's first order.

**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 (10% – 25%) achieved in calendar month.

**Rank Qualified Promoter** — Any promoter (4K – 100K) who achieves the specified TTV (Total Team Volume) requirements for each rank in a calendar month.

**Compression** — Up to 8 levels are counted and paid out to the Qualified 4K Rank promoters that are active and levels compress accordingly.

* A 4K rank qualified promoter and above that meet all required paid as rank qualifications will count as a level.
Fast Start Bonus on Promoter’s first order:
• Fast Start Bonus pays to the sponsor. For all the new Promoters that you enroll, their first purchase will earn you a 25% Fast Start Bonus!

**EXAMPLE:** You enroll 5 new people and all of their initial orders total $2500. You will earn a $625 fast start bonus!

Fast Start Bonus on Customer’s first order:
• Fast Start Bonus pays to the sponsor. For all the new Customers that you enroll, their first purchase will earn you a 10% Fast Start Bonus!

To Earn PERSONAL Profits:
• A Profit Level Qualified Promoter earns up to a 30% savings on their own personal purchases.
• A Promoter earns a savings on their own personal purchases as outlined below:

<table>
<thead>
<tr>
<th>Range</th>
<th>Personal Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $500</td>
<td>0%</td>
</tr>
<tr>
<td>$501 - $1000</td>
<td>10%</td>
</tr>
<tr>
<td>$1001 - $1500</td>
<td>15%</td>
</tr>
<tr>
<td>$1501 - $2000</td>
<td>20%</td>
</tr>
<tr>
<td>$2001 - $4000</td>
<td>25%</td>
</tr>
<tr>
<td>$4001+</td>
<td>30%</td>
</tr>
</tbody>
</table>

*Any achieved rank is locked in for 12 months

To Earn RETAIL Profits:
• A Profit Level Qualified Promoter earns up to 30% 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 30% Profit Level, Promoter A earns 15% 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 10% Profit Level, Promoter A is at a 30% Profit Level. Promoter A earns 15% on the product order of Promoter B and Promoter C combined. Promoter B earns 5% on Promoter C.

**EXAMPLE 3:** Promoter B is at 20% Profit Level and Promoter C (below B in the line of Sponsorship) is at 20% Profit Level, Promoter B will not earn any Wholesale Profits because they are at the same Profit Level.
## 4 ways to earn!

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

<table>
<thead>
<tr>
<th>Achieved Rank</th>
<th>Pay As Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoter</td>
<td>Promoter 1</td>
</tr>
<tr>
<td>Product Discount</td>
<td>0%</td>
</tr>
<tr>
<td>Product Commissions</td>
<td>10%</td>
</tr>
<tr>
<td>Minimum Active Personal Retail Customers</td>
<td>2</td>
</tr>
<tr>
<td>Minimum PV - Personal Volume</td>
<td>100</td>
</tr>
<tr>
<td>Total Team Volume*</td>
<td>4,001</td>
</tr>
<tr>
<td>1</td>
<td>5%</td>
</tr>
<tr>
<td>2</td>
<td>5%</td>
</tr>
<tr>
<td>3</td>
<td>5%</td>
</tr>
<tr>
<td>4</td>
<td>4%</td>
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<tr>
<td>5</td>
<td>4%</td>
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<tr>
<td>6</td>
<td>4%</td>
</tr>
<tr>
<td>7</td>
<td>3%</td>
</tr>
<tr>
<td>8</td>
<td>3%</td>
</tr>
</tbody>
</table>

*For Qualification purposes only, maximum volume counted per leg is 60% • Achieved ranks locked in for 12 months
Methods to qualify to the achieved rank of 4K Promoter using unallocated volume

**Example A**

Sue qualifies on her $4001.00 — which makes her a 4K 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 4K rank qualified promoter.

**Example B**

Total between the 3 Qualifiers are Sue $4001.00 — which makes her 4K rank qualified promoter.
Joe and Cindy both have $1000.00 unallocated which qualifies them @ 4K rank qualified promoters.

- Joe has $1000.00 orders from him and his customers
- Cindy has an order for $49.95
- Sue places $4001.00 in orders

- Joe has $1000.00 of unallocated orders between him and his customers
- Places no orders, but sponsors 2 promoters that each place $500.00 x 2 = Cindy $1000.00 unallocated
- Places $4001.00 in volume
Pay Cycles

$ WEEKLY PAY — Retail Profit, Wholesale Profit and Fast Start Bonuses are paid weekly. 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 4K is a promoter who has:
Total Team Volume (includes your volume, as well as your Customers and Promoters) = $4001+ *

To earn downline commissions as a RANK QUALIFIED PROMOTER 4K you must:
1) Have a Total Team 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 4K earns:

<table>
<thead>
<tr>
<th>Commission Type</th>
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<tbody>
<tr>
<td>5% on Level 1 Promoter Volume</td>
</tr>
<tr>
<td>5% on Level 2 Promoter Volume</td>
</tr>
<tr>
<td>5% on Level 3 Promoter Volume</td>
</tr>
</tbody>
</table>

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

A RANK QUALIFIED PROMOTER 15K 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 15K 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 15K 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%

A RANK QUALIFIED PROMOTER 25K 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 25K 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 25K 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%
**Rank Qualifications**

A **RANK QUALIFIED PROMOTER 50K** 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 50K** 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**

<table>
<thead>
<tr>
<th>A Rank Qualified PROMOTER 50K earns:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5% on Level 1 Promoter Volume</td>
</tr>
<tr>
<td>5% on Level 2 Promoter Volume</td>
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<tr>
<td>5% on Level 3 Promoter Volume</td>
</tr>
<tr>
<td>4% on Level 4 Promoter Volume</td>
</tr>
<tr>
<td>4% on Level 5 Promoter Volume</td>
</tr>
<tr>
<td>4% on Level 6 Promoter Volume</td>
</tr>
</tbody>
</table>

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

A **RANK QUALIFIED PROMOTER 75K** 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 75K** 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**

<table>
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<th>A Rank Qualified PROMOTER 75K earns:</th>
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<td>5% on Level 1 Promoter Volume</td>
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<tr>
<td>5% on Level 2 Promoter Volume</td>
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<tr>
<td>5% on Level 3 Promoter Volume</td>
</tr>
<tr>
<td>4% on Level 4 Promoter Volume</td>
</tr>
<tr>
<td>4% on Level 5 Promoter Volume</td>
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<tr>
<td>4% on Level 6 Promoter Volume</td>
</tr>
<tr>
<td>3% on Level 7 Promoter Volume</td>
</tr>
</tbody>
</table>

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

A RANK QUALIFIED PROMOTER 100K 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 100K 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 100K 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% on Level 7 Promoter Volume
- 3% on Level 8 Promoter Volume

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

Find graphics, worksheets and shareable graphics on the Innov8tiveNutrition.com website!

Promoter Swag

Get business cards, and branded merchandise in our print-on-demand store: https://www.zazzle.com/store/innov8tivenutrition

Ways to Get Paid

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<table>
<thead>
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<tbody>
<tr>
<td>RP</td>
<td>Retail Profit</td>
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<tr>
<td>WP</td>
<td>Wholesale Profit</td>
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<tr>
<td>DC</td>
<td>Downline Commissions</td>
</tr>
<tr>
<td>BP</td>
<td>Bonus Pool</td>
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