

# BELLAME

## *Omni Marketing Opportunity*

FEBRUARY 2022

	Brand Partner	Senior Brand Partner	Executive Brand Partner	Diamond Brand Partner	Director	Senior Director	Executive Director	Diamond Director	Senior Diamond Director	Executive Diamond Director	Platinum Executive Director	Presidential Director
Personal Sales Volume		250	250	250	500	500	500	500	500	500	500	500
Directors 1st Gen		-	-	-	-	1	2	4	4	4	4	4
Platinum Executive Director		-	-	-	-	-	-	-	-	-	-	1
Total PGS (sales tools + kits included)		250	500	1,500	3,000	5000	8000	15000	25,000	75,000	125,000	250,000
Total DTS		-	-	-	-	2,000	3,200	6,000	10,000	30,000	50,000	80,000
Outside Largest Leg (DTS)		-	-	-	-	-	-	-	-	-	-	-
Base Profit Retail Orders	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Elite Sales Bonus 1,000 - 1,999	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Elite Sales Bonus 2,000 - 2,999	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Elite Sales Bonus 3,000 +	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
Up To on Retail Sales	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%
Base Profit on Beauty Passport Orders	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Elite Sales Bonus 1,000 - 1,999	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Elite Sales Bonus 2,000 - 2,999	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Elite Sales Bonus 3,000 +	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
Up to on Beauty Passport Orders	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%
Level 1		4%	6%	8%	10%	10%	10%	10%	10%	10%	10%	10%
Level 2				4%	6%	8%	8%	8%	8%	8%	8%	8%
Level 3					2%	4%	6%	6%	6%	6%	6%	6%
Level 4							2%	4%	4%	4%	4%	4%
Personal Generation							3%	3%	3%	3%	3%	3%
Generation 1 (Executive Director)							4%	4%	4%	4%	4%	4%
Generation 2 (Executive Director)												
Generation 3 (Executive Director)												
Generation 4 (Executive Director)												
Title Bonus Month 1					\$100	\$250	\$500	\$500	\$500	\$500	\$500	\$500
Title Bonus Month 2					\$100	\$250	\$500	\$500	\$500	\$500	\$500	\$500
Title Bonus Month 3					\$100	\$250	\$500	\$500	\$500	\$500	\$500	\$500
<b>Total Potential</b>					\$300	\$750	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Quarterly Leadership Bonuses						\$500	\$1,000	\$1,500	\$2,000	\$3,000	\$4,000	\$6,000
Introduction Roll Up Bonus												
Enroller Pool												

**Milestone Bonuses up to \$375 in 1st 90 days**  
*Or double up to \$750 when achieved in 1st 30 days*  
 Earn \$25 when you reach \$200 in New Customer Sales  
 Earn \$100 when you reach \$600 in New Customer Sales  
 Earn \$150 when you reach \$1,000 in New Customer Sales  
 Earn \$100 when you enroll 3rd Partners with \$150 Starter

Introduction Bonuses	
	Enroller
\$150 Product Pack	\$30
\$300 Product Pack	\$60
\$500 Product Pack	\$100
Additional product added to Starter Kits	20%
	ED Upline
	\$15
	\$30
	\$50
	n/a

# BELLAME

OMNI MARKETING OPPORTUNITY

# *The Beauty of our Business*

## *Your Tribe.*

As a Brand Partner, you join other entrepreneurs committed to transforming the beauty and wellness industry, and the clients it serves, from the inside out. The heart of our business is the beauty of our tribe. Together, we embrace your dreams, and support your growth every single step of the way.

## *Your Brand.*

Products that are not only the ultimate luxury experience to pamper in every way, but product lines that meet everyone's needs from anti-aging to health, to caring for baby in the most beautiful way, and all that is still to come. We won't be happy until everything you touch daily has BELLAME on the label and the product within is exactly what you want and deserve. We are proud to only use ingredients and formulations of the highest standards and offer an array of products with proven results.

## *Your Opportunity.*

A compensation plan that rewards you richly for sharing amazing products and teaching others to do the same. Just as fingerprints are unique, our Partners are drawn to BELLAME for their individual dreams and objectives. The art of entrepreneurship is at the base of our opportunity, allowing you to create your own path to success, with the support of our tribe.

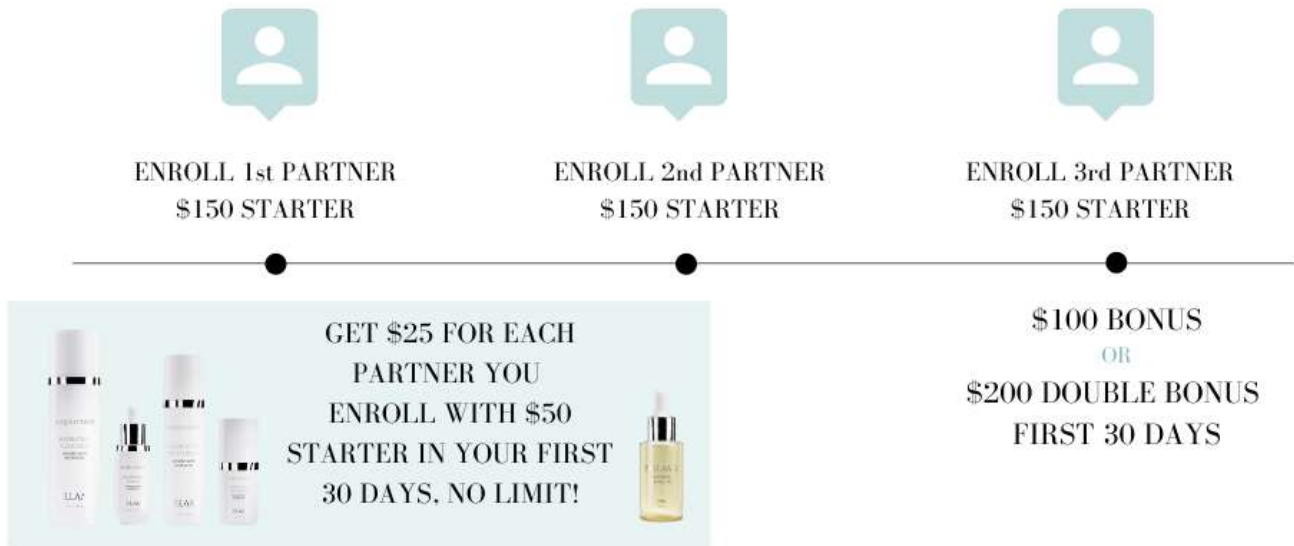
# Getting Started: Milestone Bonuses

## EARN \$750 MILESTONE BONUSES!

Earn up to 40% commissions + up to \$550 Customer Milestone Bonuses



## Enroller Bonuses + FREE Product + up to \$200 Partner Milestone Bonuses



New Milestone Bonuses apply to Partners who enroll as of Feb 1st, 2022. The program is 90 days from enrollment. Double Bonuses are offered when you earn in the first 30 days. Credits can be used to purchase products, sales tools, swag, and National Conference.

# Ways to Earn

In addition to earning up to 40% savings on products you purchase for personal use, you have an opportunity to build your business in three simple ways:

## *SELL:*

Earn up to 40% profit on Retail Customer Sales and up to 35% profit on your Beauty Passport Customer Sales. Achieve Brand Titles just for selling, no building is required!

## *BUILD:*

Introduce the opportunity to others and earn bonuses and team commissions.

## *MENTOR:*

Earn residual income, bonuses and incentives by mentoring your team to success.

As you build your business and your earnings, you have the opportunity to earn through our lucrative programs, such as our Title Bonuses, Quarterly Leadership Bonuses, and incentives like our annual BellaDreams and BellaVision destinations!

# Sell

Personal SELLING falls into two categories of customers: Retail and Beauty Passport. The BELLAME Compensation Plan allows you to boost those profits up to 40% for Retail Sales and up to 35% for Beauty Passport Sales.

*Retail Customers* purchase products from you at retail price. You earn a base retail profit of 25% of the Commissionable Sales, this is paid every two weeks.

*Beauty Passport Customers* purchase products from you at a discounted price and earn free shipping on orders of at least \$50, along with loyalty perks. You earn a base profit of 20% of the Commissionable Sales. This is paid every two weeks.

You can increase your profits for Personal Sales through our Elite Sales Bonus Program.

# Retail Sales

*Earn up to 40% on Retail Sales*

## *Elite Sales Bonuses*

- Increase your retail profit to 30%, with a 5% Elite Sales Bonus when your Personal Sales Volume is 1,000-1,999 for the month.
- Increase your retail profit to 35%, with a 10% Elite Sales Bonus when your Personal Sales Volume is 2,000-2,999 for the month.
- Increase your retail profit to 40%, with a 15% Elite Sales Bonus when your Personal Sales Volume is 3,000+ for the month.

*\*Starter kits, sales tools and Passport Membership fees do not count towards Personal Sales qualification totals.*

<b>Base Profit Retail Orders</b>	<b>25%</b>
<b>Elite Sales Bonus 1,000 - 1,999</b>	<b>5%</b>
<b>Elite Sales Bonus 2,000 -2,999</b>	<b>10%</b>
<b>Elite Sales Bonus 3,000 +</b>	<b>15%</b>
<b>Potential Profit on Retail Sales</b>	<b>40%</b>

# Beauty Passport Sales

*Earn up to 35% on Beauty Passport Sales*

## *Elite Sales Bonuses*

- Increase your Beauty Passport profit to 25%, with a 5% Elite Sales Bonus when your Personal Sales Volume is 1,000-1,999 for the month.
- Increase your Beauty Passport profit to 30%, with a 10% Elite Sales Bonus when your Personal Sales Volume is 2,000-2,999 for the month.
- Increase your Beauty Passport profit to 35% with a 15% Elite Sales Bonus when your Personal Sales Volume is 3,000+ for the month.

*\*Starter kits, sales tools and Passport Membership fees do not count towards Personal Sales qualification totals.*

<b>Base Profit on Beauty Passport Orders</b>	<b>20%</b>
<b>Elite Sales Bonus 1,000 - 1,999</b>	<b>5%</b>
<b>Elite Sales Bonus 2,000 -2,999</b>	<b>10%</b>
<b>Elite Sales Bonus 3,000 +</b>	<b>15%</b>
<b>Potential Profit on Beauty Passport Sales</b>	<b>35%</b>



# Unilevel Bonuses

When you share the opportunity, the momentum of your business multiplies. Through Unilevel Bonuses, you can earn 2-10% on the Personal Sales Volume of your first four levels. To earn this bonus, you must be a Senior Brand Partner or above.

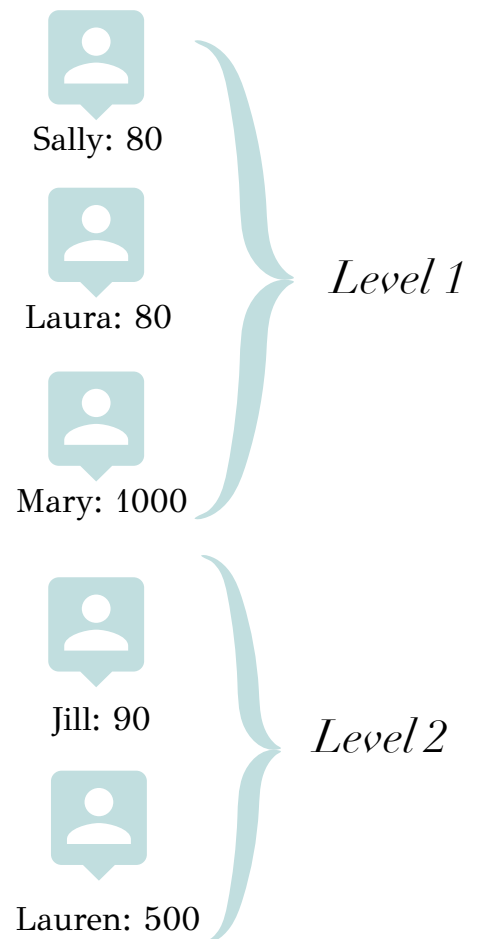
	Senior Brand Partner	Executive Brand Partner	Diamond Brand Partner	Director	Senior Director	Executive Director	Diamond Director	Senior Diamond Director	Executive Diamond Director	Platinum Executive Director	Presidential Director
Level 1	4%	6%	8%	10%	10%	10%	10%	10%	10%	10%	10%
Level 2			4%	6%	8%	8%	8%	8%	8%	8%	8%
Level 3				2%	4%	6%	6%	6%	6%	6%	6%
Level 4						2%	4%	4%	4%	4%	4%

*Example: Your Level 1 had a total of 1,000 in Commissionable Volume for the month. You are an Executive Director so you will receive 10% of 1,000 CV = \$100.*

## Compression

Each level begins with your first downline Brand Partner who has 100 in PSV (customer and personal purchases) on each leg. The Brand Partner with 100+ below them would be your Level 2, and so on. We use Compression to find each level. So for example, you enrolled Sally, who enrolled Laura, who enrolled Mary. Technically, Sally is your Level 1, but Sally and Laura each had 80 PSV for the month, but Mary had 1000. Compression makes Mary your Level 1. This would make Sally, Laura and Mary's PSV all part of your Level 1. As an Executive Director, you would earn on not only the 1000 from Mary, but also the 80 each from Sally and Laura. Your Level 1 PSV total would be 1,160 and you would earn 10% of the Commissionable Volume from this amount.

Under Mary is Jill, who enrolled Lauren. Jill has 90 PSV and Lauren has 500 PSV. Both Jill and Lauren would be in your Level 2 Volume. As an Executive Director, you would earn 8% of the Commissionable Volume from the two combined, which would be 590 PSV.



# Generation Bonuses

As your team grows, you will MENTOR others how to do what you do. They will teach others, and so on and so on. Your BELLAME business rewards you with Personal Generation Bonuses when you achieve Executive Director and beyond.

	Executive Director	Diamond Director	Senior Diamond Director	Executive Diamond Director	Platinum Executive Director	Presidential Director
Personal Generation	3%	3%	3%	3%	3%	3%
Generation 1 ( <i>Executive Director</i> )		4%	4%	4%	4%	4%
Generation 2 ( <i>Executive Director</i> )			4%	4%	4%	4%
Generation 3 ( <i>Executive Director</i> )				4%	4%	4%
Generation 4 ( <i>Executive Director</i> )					3%	4%

**Personal Generation:** Your entire team including yourself, up until a generation is born, beginning with your first downline Executive Director on each leg.

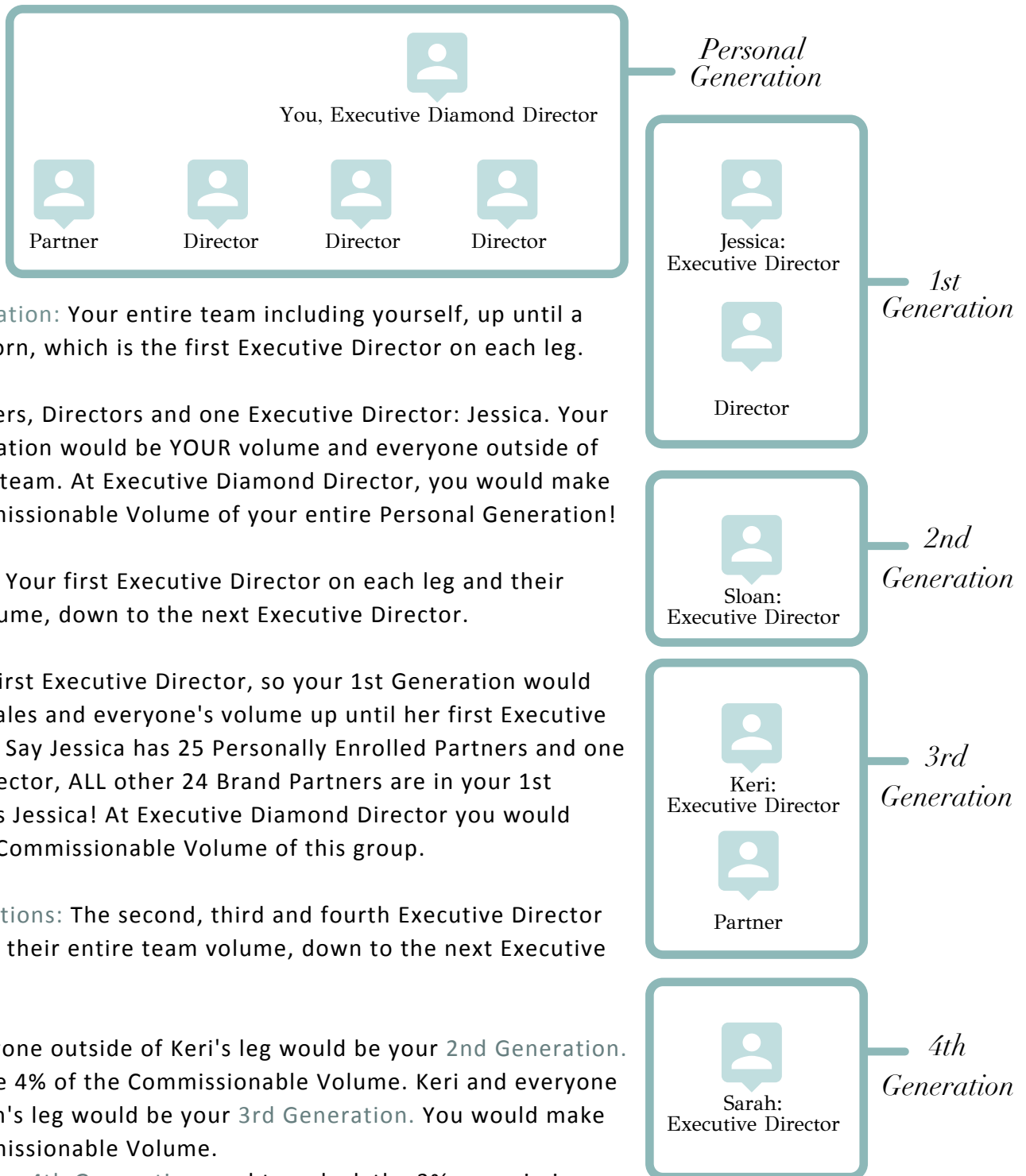
**1st Generation:** Your first Executive Director on each leg and their entire team volume, down to the next Executive Director.

**2nd Generation:** Your second Executive Director on each leg and their entire team volume, down to the next Executive Director.

**3rd Generation:** Your third Executive Director on each leg and their entire team volume, down to the next Executive Director.

**4th Generation:** Your fourth Executive Director on each leg and their entire team volume, down to the next Executive Director.

# Generation Bonuses Continued...



**Personal Generation:** Your entire team including yourself, up until a generation is born, which is the first Executive Director on each leg.

You have Partners, Directors and one Executive Director: Jessica. Your Personal Generation would be YOUR volume and everyone outside of Jessica and her team. At Executive Diamond Director, you would make 3% of the Commissionable Volume of your entire Personal Generation!

**1st Generation:** Your first Executive Director on each leg and their entire team volume, down to the next Executive Director.

Jessica is your first Executive Director, so your 1st Generation would consist of her sales and everyone's volume up until her first Executive Director, Sloan. Say Jessica has 25 Personally Enrolled Partners and one is Executive Director, ALL other 24 Brand Partners are in your 1st generation, plus Jessica! At Executive Diamond Director you would earn 4% of the Commissionable Volume of this group.

**2nd-4th Generations:** The second, third and fourth Executive Director on each leg and their entire team volume, down to the next Executive Director.

Sloan and everyone outside of Keri's leg would be your 2nd Generation. You would make 4% of the Commissionable Volume. Keri and everyone outside of Sarah's leg would be your 3rd Generation. You would make 4% of the Commissionable Volume.

Sarah is now your 4th Generation, and to unlock the 3% commission on her generation, you'll need to promote to Platinum!

# Title Bonuses

- Earn Title Bonuses when you achieve Director, Senior Director and Executive Director for the first time.
- Bonuses are paid for three consecutive months when you maintain title.
- Example: Maintain title two out of three months, earn two out of three bonuses.
- Bonuses are cumulative! For example, if you promote to Director, Senior Director and Executive Director within the same month, you will earn all three bonuses.

	Director	Senior Director	Executive Director
Title Bonus Month 1	\$100	\$250	\$500
Title Bonus Month 2	\$100	\$250	\$500
Title Bonus Month 3	\$100	\$250	\$500
<b>Total Potential Bonuses</b>	<b>\$300</b>	<b>\$750</b>	<b>\$1,500</b>

# Introduction Bonuses

You can earn Introduction Bonuses when you personally sponsor Brand Partners with a Product Pack. Executive Directors earn additional bonuses when you sponsor with Product Packs + potential to earn when your team does, too!

Introduction Bonuses		
	Enroller	ED+ Upline
\$150 Product Pack	\$30	\$15
\$300 Product Pack	\$60	\$30
\$500 Product Pack	\$100	\$50
<i>Additional product added to Starter Kits</i>	20%	n/a

## Enroller:

- Paid twice a month, any Brand Partner can earn this.
- Earn \$30, \$60 or \$100 on curated Product Packs, plus 20% on additional products added to Starter Kits when you personally sponsor a new Brand Partner. Build your own kits do not qualify.

## Executive Director+ Upline:

- Paid Monthly, must hold Executive Director or above for the qualifying month.
- Earn \$15, \$30, or \$50 when someone you or your team enrolls a Brand Partner with a curated Product Pack. Build your own kits do not qualify.
- Executive Director or higher who sponsor with a product pack will earn the additional bonus themselves.
- Example: If you have an Executive Director on your team, you would earn on all Partners sponsored on your team outside of your Executive Director leg.

# Leadership Bonuses

## *Paid Quarterly*

QUARTERS ARE DEFINED AS:

Q1: January • February • March (Paid in April)

Q2: April • May • June (Paid in July)

Q3: July • August • September (Paid in October)

Q4: October • November • December (Paid in January)

Each Quarter, BELLAME pays out Leadership Bonuses for Senior Directors and above. To earn these bonuses, you must maintain any given rank for each month within the quarter. Bonuses are paid on the lowest rank maintained within the quarter.

	Senior Director	Executive Director	Diamond Director	Senior Diamond Director	Executive Diamond Director	Platinum Executive Director	Presidential Director
Quarterly Leadership Bonuses	\$500	\$1,000	\$1,500	\$2,000	\$3,000	\$4,000	\$6,000

## *Examples*

January	February	March	TITLE PAID AS
Senior Director	Senior Director	Executive Director	Senior Director
Senior Director	Executive Director	Diamond Director	Senior Director
Diamond Director	Senior Director	Diamond Director	Senior Director
Diamond Director	Executive Director	Senior Director	Senior Director
Senior Director	Senior Director	Senior Director	Senior Director

# Enroller Pool

Each month, BELLAME takes 1% of CV and reserves it in an Enroller Pool. That pool is then divided by the number of shares earned by all Brand Partners. That dollar amount will be equivalent to 1 Share. However many Shares you earn in a given month will be multiplied by that dollar amount and paid with your monthly bonuses & commissions.

## *Two Ways to Earn Shares:*

### *1: Personally Enroll*

- Sponsor a new a Brand Partner within a calendar month
- New Partner must place a minimum order of \$200
- \$200 minimum includes the \$79 Starter Kit
- These shares are unlimited!
- Ex: Enroll 2 Partners, Earn 2 Shares
- Ex: Enroll 30 Partners, Earn 30 Shares
- The sky is the limit!

### *2: Help your sponsored Brand Partners Enroll*

- Earn 1 Share for every 2 new Level 2's that enroll in a calendar month
- You must earn your own Enroller Share to qualify for this Pool
- Sponsor at least 1 Partner per month to unlock this!
- New Partners must enroll with \$200 or more
- Ex: You have 4 New Level 2's, Earn 2 Shares
- Ex: You have 46 New Level 2's, Earn 23 Shares
- These are unlimited!

# Glossary

**Bonus:** Payments made to a Brand Partner based upon that person achieving or exceeding certain sales and/or sponsoring levels on a monthly basis. The various bonus opportunities are set out in the BELLAME Compensation Plan. Unless otherwise specified in writing by the Company in advance, bonus periods coincide with calendar months.

**Brand Partner:** The BELLAME Compensation Plan title awarded to an individual that is enrolled as an independent contractor sales person with BELLAME Beauty, Inc. There are 11 additional titles in the Compensation Plan that a Brand Partner can achieve.

**Break-off:** A term used to describe a Brand Partner who has qualified to an Executive Director. That person is said to promote-out from the Personal Generation of their upline. This process can also be referred to as promoting out.

**Compression:** A calculation rule designed to insure that a qualified Senior Brand Partner or higher title receives the highest possible amount of bonus income each month that her/his performance warrants. Compression happens when the plan's computer system automatically and temporarily moves someone with less than 100 PSV up into a higher level position for Compensation Plan payment purposes for that month.

**Commissionable Sales:** This is the volume that your commission earnings are calculated. This is the Retail Sales price minus Beauty Passport Savings, taxes, shipping, and any other discounts applied. Starter Kits and Sales Tools have zero Commissionable Sales Volume. Examples of Sales Tools are product samples and \$25 Beauty Passport Annual Fees.

**Commissionable Volume:** The assigned amount of a particular product that is used in calculating commissions for Unilevel and Generation Bonuses. Commissionable Volume is listed on each Meet The Product sheet.

**Director:** A title awarded to an Independent Brand Partner who has qualified based on monthly personal performances as outlined on the BELLAME Compensation Plan.

**Downline:** A Brand Partner's downline starts with themselves and consists of all the team members that Brand Partner has personally sponsored and the Brand Partners they have sponsored and so on.

**Downline Team Sales (DTS):** All volume in your entire organization including Sales Tools and Starter Kits.

**Elite Sales Bonus:** The additional 5%, 10% or 15% that can be earned on Personal Sales Volume of 1,000-1,999, 2,000-2,990 or 3000+ respectively.

**Milestone Bonuses:** Bonuses rewarded to new Brand Partners on activity during their first 90 days from enrollment, totaling \$375. Earn double when achieved in first 30 days of enrollment.

**Outside Volume:** The total volume of every Brand Partner on your team, including yourself, outside of your largest leg.



# GLOSSARY

**Paid as Title:** In any given month to be Paid at a certain title, you must satisfy all qualifications of that title. Regardless of your previous month's title, you will be paid at the highest level that you have met all qualifications for in any given month.

**Personal Generation:** You and everyone on your team, up to but not including the first Executive Director that promotes on your team. When your first Executive Director on your team promotes out, they and their entire Personal Generation become your 1st Generation.  
**Pay Title:** This is the rank that you are paid at, based off the qualifications of that title.

**Personal Sales Volume (PSV):** This is the retail value of items sold to your customers as well as your personal purchases, minus tax and shipping. Starter Kits of those you personally sponsor as well as sales tools do not count towards your Personal Sales for your qualifications.

**Sponsor:** The term used to describe the process whereby a Brand Partner introduces a new person into the BELLAME business. That Brand Partner is referred to as the "sponsor" of the new Brand Partner. The process is referred to as "sponsoring" a new Brand Partner into the business and as a member of the Sponsor's downline. The individual that the new Brand Partner lists on their enrollment application is the official sponsor of that Brand Partner.

**Downline Team Sales:** This is the retail value of items sold by your entire team, including personal purchases, minus tax and shipping. Starter Kits and sales tools count towards your Team Sales Volume for qualifications. However, commissions and bonuses are never earned on Starter Kits and Sales Tools.

**Unilevel Bonus:** Bonuses based on the Commissionable Volume of your Levels 1-4 and those who are moved into those levels due to compression.

**Upline:** A Brand Partner's upline is the person that sponsored that Partner and the person who sponsored her/him and so on up.

# FAQ'S

♥ If I leave the business and then rejoin at a later date, do I get the people I sponsored and their sponsors back in my downline structure?

Yes, if you rejoin the business within 90 days of leaving or losing active status due to inactivity. No, if you remain out of the business and inactive for more than 90 days.

♥ What is the difference between my Lifetime Title and my "Paid As" title?

A Lifetime title indicates that in some prior month a Brand Partner has achieved a certain title qualification and qualified for a title at that time. The "paid as" title refers to the title for which they qualify to be paid for the current month.

♥ As a qualified Executive Director+ with one downline first generation Executive Director, what happens if my first generation Executive Director fails to qualify for a month?

The rule called Roll Up applies in this situation to help the qualified upline Executive Director from being too negatively impacted when one of their first generation Executive Directors fails to qualify for the month. When this occurs, the sales volume of the unqualified first generation Executive Director and their personal Generation "rolls up" into the Personal Generation of the qualified upline Executive Director+ and that Executive Director receives the Personal Generation bonus on that volume. If there is a qualified Executive Director or higher title lower down the same leg as the unqualified Executive Director, then that lower generation Executive Director would "compress" up into the first generation slot so that the qualified upline Executive Director+ can receive a first generation leadership bonus on that Executive Director's Personal Generation.

♥ What happens if the person I sponsor achieves a higher rank in the business than I do? Will I still receive bonuses?

The Bellame Compensation Plan does not include any "passing penalties". As long as you qualify to be paid at the title, you will receive all of the bonus payments that attach to that title you qualify for in that month.

♥ I am an Executive Director. What happens if I fail to qualify at that title for several months and I demote back to Senior Brand Partner status? Do I permanently lose my opportunity to be paid on the downline I developed?

No. The Bellame Compensation Plan provides that any former title can requalify at her/his former title at any time and all of the bonuses on downline performance that are benefits of that titles will be paid to you once again. So long as you remain an active Brand Partner you never lose the opportunity to benefit from the downline you have sponsored.