

# BELLAME

## *Detailed Compensation Plan*

UPDATED 04.01.20

REDUCED PGS ACTIVE RULES

## THE BEAUTY OF OUR BUSINESS

### *Your Tribe.*

As a Partner, you join entrepreneurs committed to transforming the beauty industry 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 the ultimate luxury experience, pampering in every way, and provide clinical results. Inspired by luxury and powered by Science. Our flagship skincare regime, Acqua Lumiere, is an ultra-luxurious line packed with powerhouse, clinical grade ingredients—minus harsh chemicals like parabens and phthalates— and it's patented technology delivers exactly what your skin needs, precisely when it needs it, Skincare meets color with products that offer the nourishing effects of Baobab oil, amongst so many more fabulous high grade Ingredients that are good for your skin.

### *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.

## 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.

### *BUILD:*

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

### *MENTOR:*

Earn unlimited 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, Mentor Title Bonuses, Enroller Pool, Leadership Pool, Lifestyle Bonuses, and incentives like our annual BellaDreams destination!

# 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* buy products from you at retail price. You earn a base retail profit of 25% of the price sold, this is paid every two weeks.

*Beauty Passport Customers* buy products from you at a discounted price and free shipping on orders of at least \$50. You earn a Passport profit of 20% of the price paid. This is paid every two weeks.

You can increase your profits for Personal Sales, by either selling more through our Elite Sales Bonus or by Mentoring your team through Sales Mentor Bonuses.

# 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 for the month.

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

## *Sales Mentor Bonuses*

- Increase your retail profit to 30%, with a 5% Sales Mentor Bonus when you Qualify as a Senior Partner, meaning you have 500 in Personal Sales Volume for the month plus 1 active Partner that you personally recruited on your team.
- Increase your retail profit to 35%, with a 10% Sales Mentor Bonus when you Qualify as an Executive Partner, meaning you have 1,000 in Personal Sales Volume for the month plus 3 active Partners that you personally recruited on your team.
- Increase your retail profit to 40%, with a 15% Sales Mentor Bonus when you Qualify as a Director or higher, Directors have 250 in Personal Sales Volume for the month plus 4 active Partners that you personally recruited on your team with total team sales of 3,000.

# 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 month.
- Increase your Beauty Passport profit to 30%, with a 10% Elite Sales Bonus when your Personal Sales Volume is +2,000 for the month.

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

## *Sales Mentor Bonuses*

- Increase your Beauty Passport profit to 25%, with a 5% Sales Mentor Bonus when you Qualify as a Senior Partner, meaning you have 500 in Personal Sales Volume for the month plus 1 active Partner that you personally recruited on your team.
- Increase your Beauty Passport profit to 30%, with a 10% Sales Mentor Bonus when you Qualify as an Executive Partner, meaning you have 1,000 in Personal Sales Volume for the month plus 3 active Partners that you personally recruited on your team.
- Increase your Beauty Passport profit to 35%, with a 15% Sales Mentor Bonus when you Qualify as a Director or higher, Directors have 250 in Personal Sales Volume for the month plus 4 active Partners that you personally recruited on your team with total team sales of 3,000.

# BUILD

When you share the opportunity, the momentum of your business multiplies. Though The Line 1 Bonus (also known as the Business Building Bonus), you can earn 4% of the CV on the Personal Sales Volume of those that you personally sponsored onto your team. To earn this bonus, you must have at least 100 Personal Sales Volume for the month.

*Example: Your Personally Sponsored Partners had a total of 1,000 in sales for the month. Their approximate CV would be 750. You met your 100 PSV qualification so you will receive 4% of 750 = \$30 in Business Building Bonuses for the month.*

As you build, you also earn Enroller Shares for every new Partner you personally enroll. You'll learn more about this in the next few pages!

# MENTOR

As your team grows, you will MENTOR others how to do what you do. And they will teach others, and so on and so on. Your BELLAME business rewards you with TEAM Bonuses when you achieve Director and mentor your team to do the same. So your first step in earning these is to promote to Director.

On the next pages, we will find the potential earnings at each of the 10 Titles offered through the BELLAME Compensation Plan, as well as Mentor Title Bonuses, Quick Start Mentor Bonuses and more.

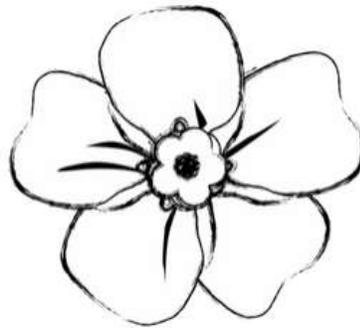
## *Time to Grow!*

Every new partner that you personally sponsor creates a new branch on your team. Each new branch has potential to grow and form a team of their own. The volume created each branch creates potential for bonuses and title promotions for yourself. Sales commissions and bonuses increase as your team's business volume increases.

# PARTNER

An Independent Partner has signed an agreement, and purchased a Starter Kit. To remain active after your first 12 months, a Partner must have at least 99 in Personal Generation Sales (PGS) in every rolling three month period. Personally Sponsored Starter Kits, Sales tools, and customer purchases count towards these requirements.

The BELLAME Compensation Plan title is awarded to an individual that is enrolled as an independent Partner with BELLAME Beauty Inc. There are 10 Titles in the Compensation Plan that a Partner can achieve.



## *Partner Bonuses*

- 4% Business Building Bonus on the sales from those Partners that you personally sponsored into BELLAME. To earn this bonus, you must have at least 100 Personal Sales Volume for the month.
- 5% Elite Sales Bonus when your Personal Sales volume is 1,000-1,999 for month. Applies to all Personal Sales which includes Retail Customers, Beauty Passport Customers, and personal purchases. Increase the 5% to 10% when your Personal Sales volume is +2,000 for the month.

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

# SENIOR PARTNER

A Senior Partner has at least 500 in Personal Sales Volume (PSV) and has one *Active Partner* who they have personally sponsored onto their team.



## *Senior Partner Bonuses*

- 4% Business Building Bonus on the sales from those Partners that you personally sponsored into BELLAME. To earn this bonus, you must have at least 100 Personal Sales Volume for the month.
- 5% Sales Mentor Bonus on all Personal Sales, this includes Retail Customers, Beauty Passport Customers, and personal purchases. That 5% increases to a total of 10% if the Partner has Personal Sales Volume of +2,000 for the month. Increase the 5% to 10% through the Elite Sales Bonus when your Personal Sales total are +2,000 for the month.

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

Let's think of your team as a beautiful flowering vine. Each new Partner that you personally sponsor creates a new branch of your team, and therefore creates a new branch on your vine. This new branch has the potential to add blooms to it by adding Partners. Let's go look at Ava. Let's take a look at her earnings as she added 1 member to her team who sold 300. Ava had 500 in Personal Sales Volume (PSV), which 200 were Beauty Passport Sales and 300 were Retail Sales. Her total Downline Team Sales (DTS) is 800 and her Personal Generation Sales (PGS) is also 800 because there are no Directors in her group yet, so all sales count towards her PGS. For the sake of this example we are using all Commissionable sales (meaning none of the numbers reflect starter kits or sales tools).

Ava: 500



Mae: 300

#### SENIOR PARTNER COMMISSIONS BREAKDOWN

Profit Earned on Beauty Passport Sales 20%	\$40
Profit Earned on Retail Sales 25%	\$75
Sales Mentor Bonus 5%	\$25
Business Building Bonus 4%	\$9
<b>Total Compensation</b>	<b>\$149</b>

Ava has qualified as a Senior Partner because she has at least 1 partner & monthly personal sales of 500 (PSV), so she earns the following on her commissionable sales:

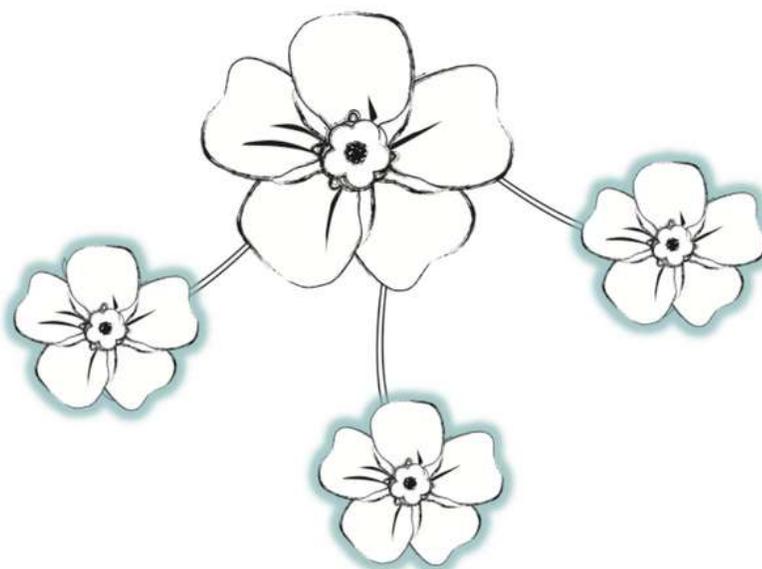
- ♥ \$40 in Profit earned on Beauty Passport Sales 20% of her 200 PSV.
- ♥ \$75 in Profit earned on Retail Sales 25% of her 300 PSV.
- ♥ \$25 in Sales Mentor Bonus. Senior Partners qualifies for 5% of her 500 PSV.
- ♥ \$9 in Business Building Bonus. She earns a 4% bonus the sales of her Personally Sponsored Partner, Mae.

**HER TOTAL COMPENSATION IS \$149**

*This is purely a hypothetical example. This example illustrates calculations of hypothetical profits. It is not representation of results you will get. BELLAME makes no guarantee that you will earn an income or promote. The success of each Partner, like any other business, depends on individual skills and personal effort. This example is intended only to illustrate how our compensation plan could potentially reward Partners. CV is approximately 75% of the retail price.*

# EXECUTIVE PARTNER

An Executive Partner has at least 1,000 in Personal Sales Volume (PSV) and has three Active Partners who they have personally sponsored onto their team.

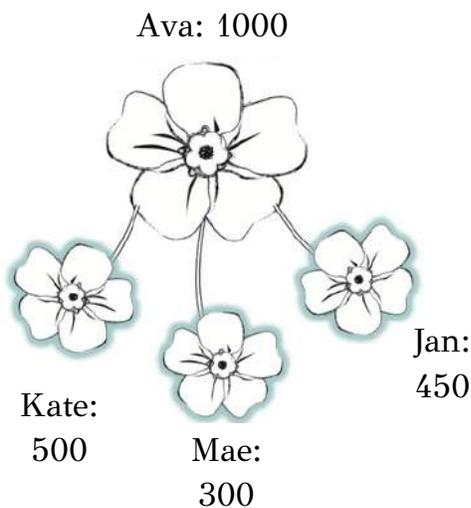


## *Executive Partner Bonuses*

- 4% Business Building Bonus on the sales from those Partners that you personally sponsored into BELLAME. To earn this bonus, you must have at least 100 Personal Sales Volume (PSV) for the month.
- 10% Sales Mentor Bonus on all Personal Sales, this includes Retail Customers, Beauty Passport Customers, and personal purchases.

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

Ava's business is growing. Let's take a look as she continues to grow. She now has 3 Personally Sponsored Partners, with Commissionable Sales of 1,250. Ava has 1,000 in Personal Sales Volume (PSV) which 500 was Beauty Passport Sales and 500 were Retail Sales. Her total Downline Team Sales (DTS) is 2,250 and her Personal Generation Sales (PGS) is also 2,250 because there are no Directors in her group yet, so all sales count towards her PGS.



EXECUTIVE PARTNER COMMISSIONS BREAKDOWN	
Profit Earned on Beauty Passport Sales 20%	\$100
Profit Earned on Retail Sales 25%	\$125
Sales Mentor Bonus 10%	\$100
Business Building Bonus 4%	\$37.50
<b>Total Compensation</b>	<b>\$362.50</b>

Ava has qualified as a Executive Partner needs because she has at least 3 personally sponsored Partners & monthly personal sales of 1,000 (PSV), so she earns the following on her Commissionable Sales:

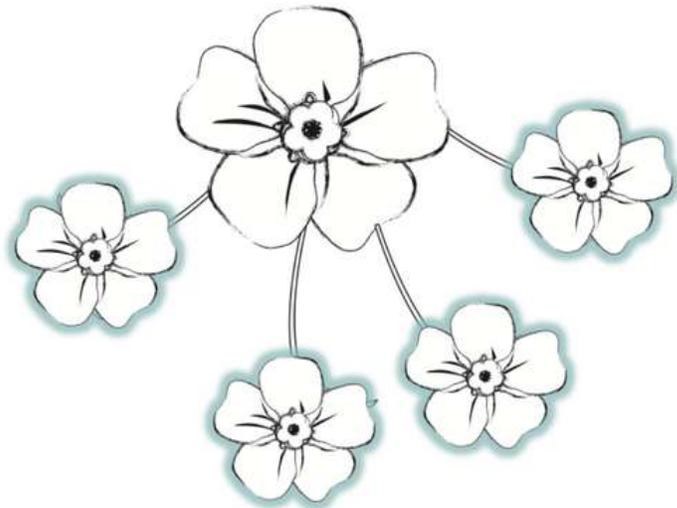
- ♥ \$100 in Profit earned on Beauty Passport Sales 20% of her 500 PSV.
- ♥ \$125 in Profit earned on Retail Sales 25% of her 500 PSV.
- ♥ \$100 in Sales Mentor Bonus. Executive Partner qualifies her for 10% of her 1,000 PSV.
- ♥ \$37.50 in Business Building Bonus. She earns a 4% bonus the sales of her Personally Sponsored Partners. Kate, Mae and Jan. Their combined personal sales were 1,250 and approximate CV of 937.50.

**HER TOTAL COMPENSATION IS \$362.50**

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# DIRECTOR

A Director has Personal Sales Volume (PSV) of 250 and Personal Generation Sales (PGS) of 3,000 for the month. Must have four Active Partners who they have personally sponsored onto their team.

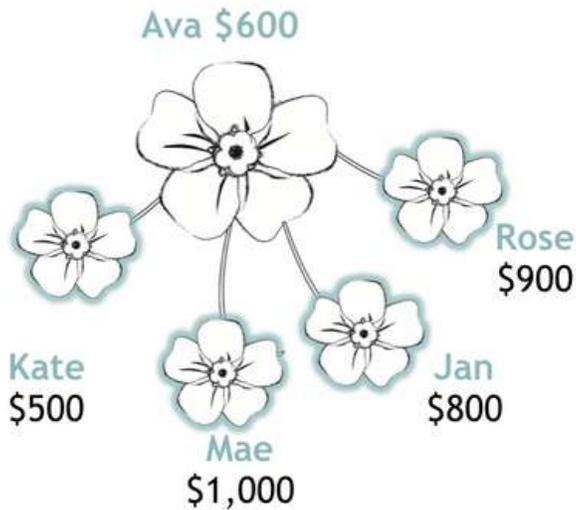


## *Director Bonuses*

- 4% Business Building Bonus on the sales from those Partners that you personally sponsored into BELLAME. To earn this bonus, you must have at least 100 Personal Sales Volume (PSV) for the month.
- 15% Sales Mentor Bonus on all Personal Sales, this includes Retail Customers, Beauty Passport Customers, and personal purchases.
- 5% Personal Generation Bonus on the commissionable volume of all of the Partners in your Personal Generation, up until your first Director on that leg. You will earn on the Director if you personally Sponsored them.

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

Ava has become a Director. She now has 4 Personally Sponsored Partners, with Commissionable Sales of 3,200. Ava has 600 in Personal Sales Volume (PSV) which 300 was Beauty Passport Sales and 300 were Retail Sales. Her total Downline Team Sales (DTS) is 3,800 and her Personal Generation Sales (PGS) is also 3,800 because there are no Directors in her group, yet so all sales count towards her PGS.



DIRECTOR COMMISSIONS BREAKDOWN	
Profit Earned on Beauty Passport Sales 20%	\$60
Profit Earned on Retail Sales 25%	\$75
Sales Mentor Bonus 15%	\$90
Business Building Bonus 4%	\$96
Personal Gen Bonus 5%	\$142.50
<b>Total Compensation</b>	<b>\$463.50</b>

Ava has qualified as a Director because she has at least 4 personally sponsored Partners & monthly personal sales volume (PSV) of \$250, and Personal Generation Sales (PGS) of 3,000, so she earns the following on commissionable sales:

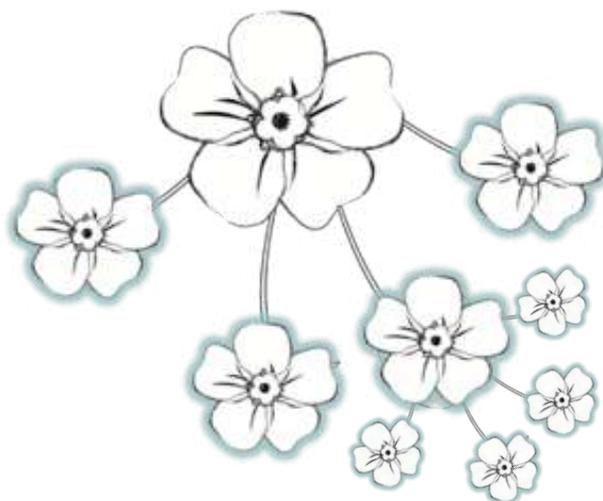
- ♥ \$60 in Profit earned on Beauty Passport Sales 20% of her 300 PSV.
- ♥ \$75 in Profit earned on Retail Sales 20% of her 300 PSV.
- ♥ \$90 in Sales Mentor Bonus. Director Partner qualifies her for 15% of her 600 PSV.
- ♥ \$96 in Business Building Bonus. She earns a 4% bonus on the sales of her Personally Sponsored Partners. Kate, Mae, Jan and Rose. Their combined personal sales were 3,200 and approximate CV was 2,400.
- ♥ \$142.50 in Personal Generation Bonus. She earns a 5% bonus on the sales of all Partners Sales in her Personal Generation. The personal generation sales were 3,800 and the approximate CV of 2,850.

**HER TOTAL COMPENSATION IS \$481.50**

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# SENIOR DIRECTOR

A Senior Director has Personal Sales Volume (PSV) of 250 and Personal Generation Sales (PGS) of 3,000 for the month. They must have **four Active Partners** who they have personally sponsored onto their team and at least one 1st Generation Director.

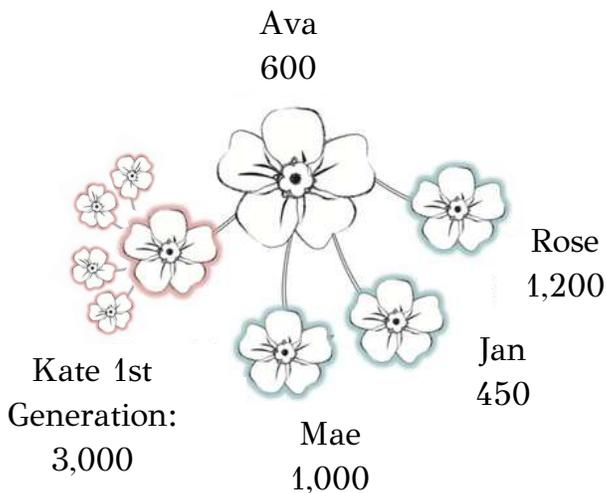


## *Senior Director Bonuses*

- 4% Business Building Bonus on the sales from those Partners that you personally sponsored into BELLAME. To earn this bonus, you must have at least 100 Personal Sales Volume (PSV) for the month.
- 15% Sales Mentor Bonus on all Personal Sales, this includes Retail Customers, Beauty Passport Customers, and personal purchases.
- 5% Personal Generation Bonus on the commissionable sales volume of all of the Partners in your Personal Generation, up until your first Director on that leg. You will earn on the Director if you personally Sponsored them.
- 6% Team Bonus on your 1st Generation total commissionable sales volume, this starts with your promoted Directors and their entire Personal Generation, up until their next Director.

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

Ava is now a Senior Director. She now has 4 Personally Sponsored Partners, and a Director has promoted out. Ava has 600 in Personal Sales Volume (PSV) which 300 was Beauty Passport Sales and 300 were Retail Sales. Her total Downline Team Sales (DTS) is 5,650 and her Personal Generation Sales (PGS) is also 3,250, which is all sales minus her new Director vine, Kate.



SENIOR DIRECTOR COMMISSIONS BREAKDOWN	
Profit Earned on Beauty Passport Sales 20%	\$60
Profit Earned on Retail Sales 25%	\$75
Sales Mentor Bonus 15%	\$90
Business Building Bonus 4%	\$79.50
Personal Gen Bonus 5%	\$121.88
1st Generation Bonus 6%	\$135.00
<b>Total Compensation</b>	<b>\$538.88</b>

Ava has qualified as a Director because she has at least 4 personally sponsored Partners & monthly personal sales volume (PSV) of 250, and Personal Generation Sales (PGS) of 3,000. She also has 1 First Generation Director. On commissionable volume, she now earns:

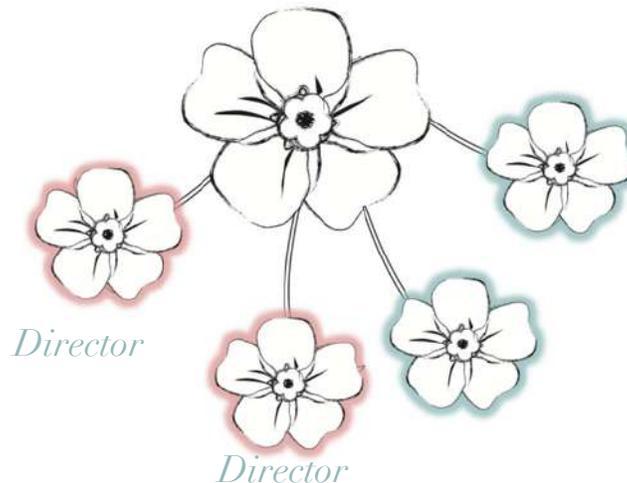
- ♥ \$60 in Profit earned on Beauty Passport Sales 20% of her 300 PSV.
- ♥ \$75 in Profit earned on Retail Sales 20% of her 300 PSV.
- ♥ \$90 in Sales Mentor Bonus. Director qualifies her for 15% of her 600 PSV.
- ♥ \$79.50 in Business Building Bonus. She earns a 4% bonus the sales of her Personally Sponsored Partners. Mae, Jan and Rose. Their combined Personal Sales is 2,650. Their combined Commissionable volume was 1,987.50.
- ♥ \$121.88 in Personal Generation Bonuses, 5% of 2,437.50 CV.
- ♥ \$135 in 1st Generation Bonuses, 6% of 2,250 CV.

**HER TOTAL COMPENSATION IS \$538.88**

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# EXECUTIVE DIRECTOR

An Executive Director has Personal Sales Volume (PSV) of 250 and Personal Generation Sales (PGS) of 3,000 for the month. They must have four Active Partners who they have personally sponsored onto their team and at least two 1st Generation Directors.



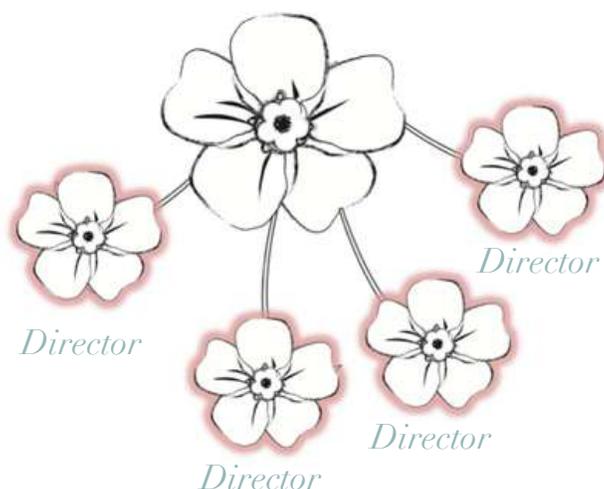
## *Executive Director Bonuses*

- 4% Business Building Bonus on the sales from those Partners that you personally sponsored into BELLAME. To earn this bonus, you must have at least \$100 Personal Sales Volume for the month.
- 15% Sales Mentor Bonus on all Personal Sales, this includes Retail Customers, Beauty Passport Customers, and personal purchases.
- 5% Personal Generation Bonus on the commissionable sales volume of all of the Partners in your Personal Generation, up until your first Director on that leg. You will earn on the Director if you personally Sponsored them.
- 6% Team Bonus on your 1st Generation total commissionable sales volume, this starts with your promoted Directors and their entire Personal Generation, up until their next Director.
- 3% Team Bonus on your 2nd Generation total commissionable sales volume, this starts with your 2nd Generation promoted Directors and their entire Personal Generation up until their next Director.

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

# DIAMOND DIRECTOR

A Diamond Director has Personal Sales Volume (PSV) of 250 and Personal Generation Sales (PGS) of 3,000 for the month. They must have four Active Partners who they have personally sponsored onto their team and at least four 1st Generation Directors.



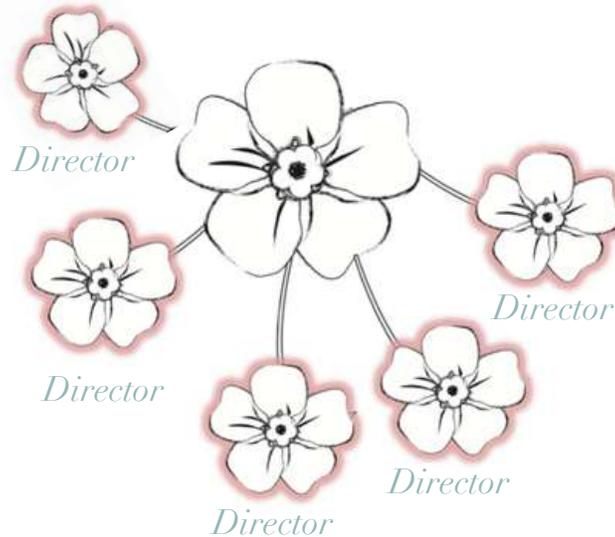
## *Diamond Director Bonuses*

- 4% Business Building Bonus on the sales from those Partners that you personally sponsored into BELLAME. To earn this bonus, you must have at least 100 Personal Sales Volume for the month.
- 15% Sales Mentor Bonus on all Personal Sales, this includes Retail Customers, Beauty Passport Customers, and personal purchases.
- 5% Personal Generation Bonus on the commissionable sales volume of all of the Partners in your Personal Generation, up until your first Director on that leg. You will earn on the Director if you personally Sponsored them.
- 6% Team Bonus on your 1st Generation total commissionable sales volume, this starts with your promoted Directors and their entire Personal Generation, up until their next Director.
- 3% Team Bonus on your 2nd Generation total commissionable sales volume, this starts with your 2nd Generation promoted Directors and their entire Personal Generation up until their next Director.
- 2% Team Bonus on your 3rd Generation total commissionable sales volume, this starts with your 3rd Generation promoted Directors and their entire Personal Generation up until their next Director.

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

# SENIOR DIAMOND DIRECTOR

A Senior Diamond Director has Personal Sales Volume (PSV) of 250, Personal Generation Sales (PGS) of 3,000 and 25,000 Downline Team Sales for the month. They must have four Active Partners who they have personally sponsored onto their team and at least five 1st Generation Directors.



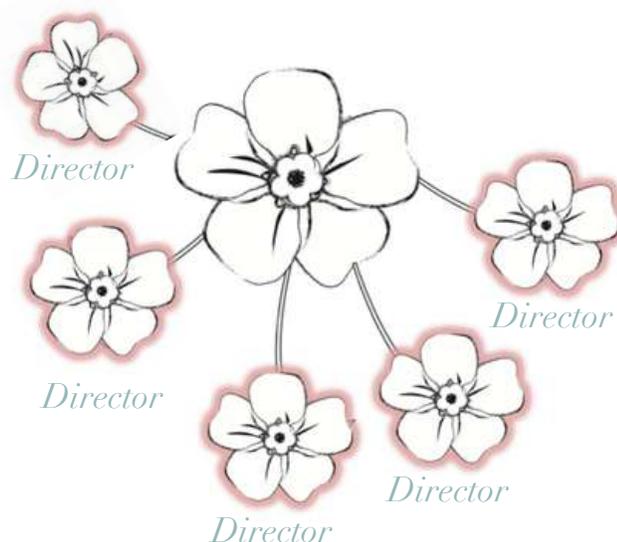
## *Senior Diamond Director Bonuses*

- 4% Business Building Bonus on the sales from those Partners that you personally sponsored into BELLAME. To earn this bonus, you must have at least 100 Personal Sales Volume for the month.
- 15% Sales Mentor Bonus on all Personal Sales, this includes Retail Customers, Beauty Passport Customers, and personal purchases.
- 5% Personal Generation Bonus on the commissionable sales volume of all of the Partners in your Personal Generation, up until your first Director on that leg. You will earn on the Director if you personally Sponsored them.
- 6% Team Bonus on your 1st Generation total commissionable sales volume, this starts with your promoted Directors and their entire Personal Generation, up until their next Director.
- 3% Team Bonus on your 2nd Generation total commissionable sales volume, this starts with your 2nd Generation promoted Directors and their entire Personal Generation up until their next Director.
- 2% Team Bonus on your 3rd Generation total commissionable sales volume, this starts with your 3rd Generation promoted Directors and their entire Personal Generation up until their next Director.

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

# EXECUTIVE DIAMOND DIRECTOR

An Executive Diamond Director has Personal Sales Volume (PSV) of 250, Personal Generation Sales (PGS) of 3,000 and 75,000 Downline Team Sales for the month. They must have four Active Partners who they have personally sponsored onto their team and at least five 1st Generation Directors.



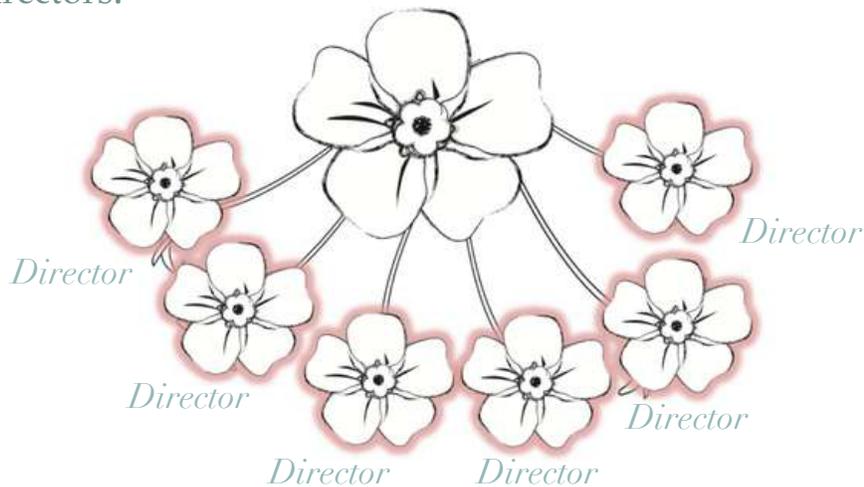
## *Executive Diamond Director Bonuses*

- 4% Business Building Bonus on the sales from those Partners that you personally sponsored into BELLAME. To earn this bonus, you must have at least 100 Personal Sales Volume for the month.
- 15% Sales Mentor Bonus on all Personal Sales, this includes Retail Customers, Beauty Passport Customers, and personal purchases.
- 5% Personal Generation Bonus on the commissionable sales volume of all of the Partners in your Personal Generation, up until your first Director on that leg. You will earn on the Director if you personally Sponsored them.
- 6% Team Bonus on your 1st Generation total commissionable sales volume, this starts with your promoted Directors and their entire Personal Generation, up until their next Director.
- 3% Team Bonus on your 2nd Generation total commissionable sales volume, this starts with your 2nd Generation promoted Directors and their entire Personal Generation up until their next Director.
- 2% Team Bonus on your 3rd Generation total commissionable sales volume, this starts with your 3rd Generation promoted Directors and their entire Personal Generation up until their next Director.

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

# PLATINUM EXECUTIVE DIRECTOR

A Platinum Executive Director has Personal Sales Volume (PSV) of 250, Personal Generation Sales (PGS) of 3,000 and 125,000 Downline Team Sales for the month. They must have four Active Partners who they have personally sponsored onto their team and at least six 1st Generation Directors.



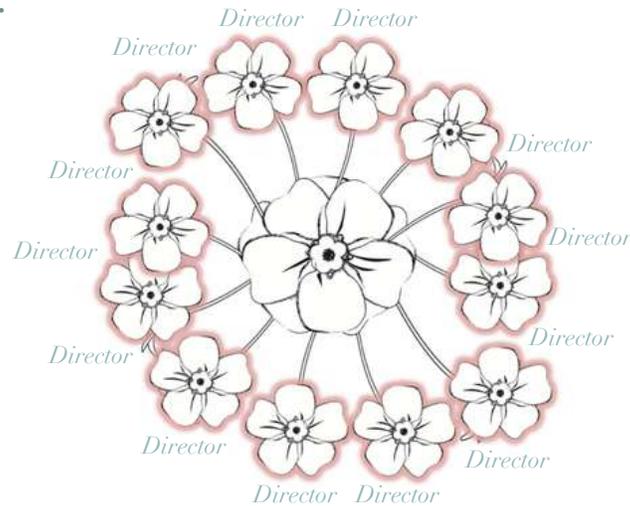
## *Platinum Executive Director Bonuses*

- 4% Business Building Bonus on the sales from those Partners that you personally sponsored into BELLAME. To earn this bonus, you must have at least 100 Personal Sales Volume for the month.
- 15% Sales Mentor Bonus on all Personal Sales, this includes Retail Customers, Beauty Passport Customers, and personal purchases.
- 5% Personal Generation Bonus on the commissionable sales volume of all of the Partners in your Personal Generation, up until your first Director on that leg. You will earn on the Director if you personally Sponsored them.
- 6% Team Bonus on your 1st Generation total commissionable sales volume, this starts with your promoted Directors and their entire Personal Generation, up until their next Director.
- 3% Team Bonus on your 2nd Generation total commissionable sales volume, this starts with your 2nd Generation promoted Directors and their entire Personal Generation up until their next Director.
- 2% Team Bonus on your 3rd Generation total commissionable sales volume, this starts with your 3rd Generation promoted Directors and their entire Personal Generation up until their next Director.
- .25% Infinity Bonus on your total downline commissionable sales volume, up to the next Platinum Executive Director on your team.

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

# PRESIDENTIAL DIRECTOR

A Presidential Director has Personal Sales Volume (PSV) of 250, Personal Generation Sales (PGS) of 3,000 and 250,000 Downline Team Sales for the month. They must have four Active Partners who they have personally sponsored onto their team and at least twelve 1st Generation Directors.



## *Presidential Director Bonuses*

- 4% Business Building Bonus on the sales from those Partners that you personally sponsored into BELLAME. To earn this bonus, you must have at least 100 Personal Sales Volume for the month.
- 15% Sales Mentor Bonus on all Personal Sales, this includes Retail Customers, Beauty Passport Customers, and personal purchases.
- 5% Personal Generation Bonus on the commissionable sales volume of all of the Partners in your Personal Generation, up until your first Director on that leg. You will earn on the Director if you personally Sponsored them.
- 6% Team Bonus on your 1st Generation total commissionable sales volume, this starts with your promoted Directors and their entire Personal Generation, up until their next Director.
- 3% Team Bonus on your 2nd Generation total commissionable sales volume, this starts with your 2nd Generation promoted Directors and their entire Personal Generation up until their next Director.
- 2% Team Bonus on your 3rd Generation total commissionable sales volume, this starts with your 3rd Generation promoted Directors and their entire Personal Generation up until their next Director.
- .25% Infinity Bonus on your total downline commissionable sales volume, up to the next Platinum Executive Director on your team.

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

# ADDITIONAL BONUSES

## *Title Bonuses*

	DIRECTOR	SENIOR DIRECTOR	EXECUTIVE DIRECTOR	DIAMOND DIRECTOR	SENIOR DIAMOND DIRECTOR	EXECUTIVE DIAMOND DIRECTOR	PLATINUM EXECUTIVE DIRECTOR	PRESIDENTIAL DIRECTOR
1 <input checked="" type="checkbox"/>	\$100	\$250	\$500	\$750	\$1,000	\$2,000	\$10,000	\$10,000
2 <input checked="" type="checkbox"/>	\$100	\$250	\$500	\$750	\$1,000	\$2,000	\$10,000	\$10,000
3 <input checked="" type="checkbox"/>	\$100	\$250	\$500	\$750	\$1,000	\$2,000	\$10,000	\$10,000
	\$300	\$750	\$1,500	\$2,250	\$3,000	\$6,000	\$30,000	\$30,000

- Earn Title Bonuses for every rank you achieve 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.

## *Mentor Title Bonuses*

	DIRECTOR	SENIOR DIRECTOR	EXECUTIVE DIRECTOR	DIAMOND DIRECTOR	SENIOR DIAMOND DIRECTOR	EXECUTIVE DIAMOND DIRECTOR	PLATINUM EXECUTIVE DIRECTOR	PRESIDENTIAL DIRECTOR
1 <input checked="" type="checkbox"/>	\$40	\$100	\$200	\$300	\$400	\$800	\$5,000/\$10,000	\$10,000
2 <input checked="" type="checkbox"/>	\$40	\$100	\$200	\$300	\$400	\$800	\$5,000/\$10,000	\$10,000
3 <input checked="" type="checkbox"/>	\$40	\$100	\$200	\$300	\$400	\$800	\$5,000/\$10,000	\$10,000
	\$120	\$300	\$600	\$900	\$1,200	\$2,400	\$15,000/ \$30,000	\$30,000

- Earn Mentor Title Bonuses for every personally sponsored partner when you achieve and maintain the same or higher title.
- Bonuses are paid for three consecutive months when your partner maintains title.
- Example: They maintain title two out of three months, you earn two out of three bonuses.
- If you are a Platinum and promote out a Platinum, your bonus is \$5,000 for three months when they maintain. If you are a Presidential and you promote out a Platinum, your bonus is \$10,000 for three months when they maintain.

# ADDITIONAL BONUSES

## *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 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.

## 2 WAYS TO EARN SHARES

### 1) PERSONALLY SPONSOR

- ♥ Sponsor a new a Partner within a calendar month
- ♥ New Partner must place a minimum order of \$200
- ♥ \$200 minimum includes the \$99 Influencer 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 LEVEL 1'S SPONSOR

- ♥ 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!

# ADDITIONAL BONUSES

## Leadership Pool

Each quarter, BELLAME takes 1% of CV and reserves it in a Leadership Pool. This is separate from the Enroller Pool. That pool is then divided by the number of shares earned by all Partners. The dollar amount will be equivalent to 1 Share. However many Shares you earn in a given Quarter will be multiplied by the dollar amount and paid with that month's bonuses & commissions.

**PAID OUT**  
  
**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)

SENIOR DIRECTOR	EXECUTIVE DIRECTOR	DIAMOND DIRECTOR	SENIOR DIAMOND DIRECTOR	EXECUTIVE DIAMOND DIRECTOR	PLATINUM EXECUTIVE DIRECTOR	PRESIDENTIAL DIRECTOR
1	2	3	4	5	6	8
SHARE	SHARES	SHARES	SHARES	SHARES	SHARES	SHARES

## HOW TO EARN SHARES

- ♥ Shares start at Senior Director, so your first step is to get there!
- ♥ Shares are paid on the LOWEST title you achieved in any given quarter
- ♥ As you rank advance, you earn more and more shares!

## SCENARIOS

- ♥ You are Diamond in July, Executive Director in August & Diamond in September. You earn 2 Executive Director Shares since it's your lowest rank of the quarter.
- ♥ You are Partner in July, Director in August, and rank to Senior Director in September. You earn 0 shares for Partner.
- ♥ You are Senior Diamond in July and August, then rank to Executive Diamond in September. You earn 4 Senior Diamond Shares.

For demonstration purposes, let's say the Quarterly shares are

**\$122.87**

X

IF YOU HAVE	<b>2</b>	YOUR SHARES	IF YOU HAVE	<b>4</b>
				
	Executive Director SHARES YOU EARN			Senior Diamond SHARES YOU EARN

**\$245.74**                      **\$491.48**

# ADDITIONAL BONUSES

## *Lifestyle Bonuses*

This bonus is designed to provide income for YOU to spend in a way that you may not normally spend money. Some companies have car programs, but we want you to spend your bonus the way you want to! That might actually be a car payment or a monthly shopping spree, a vacation fund, or maybe to pay a bill or to put into savings! This Lifestyle Bonus program is for YOUR lifestyle.

## MONTHLY LIFESTYLE BONUSES

TITLE	PGS	DTS	BONUS
EXECUTIVE	3,500		\$250
DIAMOND	3,500		\$350
SR. DIAMOND	3,000	27,500	\$400
EXEC. DIAMOND	3,000	82,500	\$500
PLATINUM	3,000	137,500	\$650
PRESIDENTIAL	3,000	275,000	\$750

- ♥ In order to receive a Lifestyle Bonus, you must qualify as Executive Director or above and meet the slightly increased volume requirements associated with your rank. For those in a Grace Period, your PGS is reduced by \$1,500.
- ♥ Paid MONTHLY with other Bonuses & Commissions
- ♥ This bonus is on top of the core of the Compensation Plan and other Compensation Plan enhancements.
- ♥ The volume is slightly higher than the required volume for titles because you should ALWAYS be striving towards the next rank.
- ♥ If you fall below your Career Title, you will be paid the rank you are "Paid As" at the close of that month.



### MARKETING IDEA:

Post on Social Media each month showing how you are using your bonus using #bellamelifeSTYLE

# GLOSSARY

**Active Partner:** One who has signed an Enrollment Agreement and purchased a Starter Kit. To remain active after your first 12 months, a Partner must have at least 99 in Personal Generation Sales (PGS) with \$49 being Personal Sales Volume (PSV) in every rolling three month period. PSV is in place to ensure someone is not staying active only through downline's team sales.

**Bonus:** Payments made to a Partner based upon that person achieving of 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.

**Compression:** A calculation rule designed to insure that a qualified Director 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 the lower level Director up into a higher generation 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.

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

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

**Elite Sales Bonus:** The additional 5% or 10% that can be earned on Personal Sales Volume of 1,000-1,999 or 2000+, respectively. This bonus cannot be combined with Sales Mentor Bonuses.

**Grace Period:** A period of reduced qualifications that allows Directors and higher titles to qualify to be paid at a Director title for the two consecutive months immediately following the month that a new Director promoted out of the promoting Director's Personal Generation. Regardless of promotions 1,500 is the minimum Personal Gen Sales for Director to remain at Paid as Title.

**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.

**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 8 titles in the Compensation Plan that a Partner can achieve.

**Personal Generation:** You and everyone on your team, up to but not including the first Director that promotes on your team. When your first Director on you team promotes out, they and their entire Personal Generation becomes your 1st Generation.

# GLOSSARY

**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.

**Promote-out:** A term used to describe a Partner who has qualified to a Director. That person is said to promote-out from the Personal Generation of their upline Director. This process can also be referred to as breaking away; i.e.: the new Director is a break away.

**Sales Mentor Bonuses:** The additional 5%-15% that can be earned on Personal Sales Volume by building a team. This bonus cannot be combined with the Elite Sales Bonus.

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

**Team Sales Volume:** 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.

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

# POLICIES

♥ The Business Building Bonus of 4%: A compensation plan bonus paid to the person who personally sponsors another person as a Partner in the business and a member of the sponsor's first line downline. To qualify for the BB Bonus paid on the retail and passport commissionable sales for your 1st level Partner, the sponsor must have placed \$100 or more personal retail sales volume for the month. When the personally enrolled sponsor leaves the business for whatever reason, the BB Bonus is no longer paid to anyone on the sales of the Partners and higher titles sponsored by the person who has left the business. A Partner or higher title is said to be "Bonus Qualified" when their personal sales volume is \$100 or more for the month.

♥ Promoting Directors Grace Period: This plan rule comes into play when a Director or any higher title breaks-away a new Director from her Personal Generation. For the next two months immediately following the break-away month of the newly promoted Director, the promoting Director has reduced monthly requirements to qualify to be paid as a Director or higher title. The Grace Period Reduced Requirements are:

- The promoting Director or higher title must meet the normal personal sales volume requirements for the month.
- The promoting Director must have three or more personally sponsored Partners and Senior Partners on her/his Personal Generation.
- Must have Personal Generation sales volume for the month of 1,500 or more for the month.

These reduced grace period qualifications are in effect for the month the promote out takes place and the first two months immediately following the month of promotion. For the third month following the promotion month the promoting Director must meet the usual monthly Director qualifications to be paid as a Director.

Note: If a Director promotes out in the same month that their Mentor does, they are not penalized. But in order for the Mentor to be a Director or higher they must meet at least he 1,500 in Personal Generation Sales.

♥ Director Title Maintenance Rule: When a Partner qualifies for any higher Career Plan title they will maintain that title for a period they have qualified to be paid at that title. They will retain their Lifetime Rank as the highest rank they have achieved during their BELLAME Career.

♥ Compression rule for Partners and Downlines: Compression applies when an individual upline member leaves the business for whatever reason. The downline members attached to the person who has left compresses up to the next immediate active upline member in that leg.

Example: A recruits B and B recruits C and C recruits D – E & F.

If C leaves the business for whatever reason, D- E & F will compress up to become first line to B as the immediate active upline in the same leg. However, even though D – E & F become first line to B, because they were not personally sponsored by B, B will not receive the 4% BB Bonus on their personal retail sales.

# POLICIES

- ♥ Director Roll up Rule: Applies when a downline generation Director fails to qualify to be paid as a Director for a given month. In that situation, if the upline Director has qualified to be paid as a Director, then the downline non-qualified Director's Personal Generation sales volume for the month rolls up into the Personal Generation Volume of the immediate qualified upline Director or higher title.
- ♥ Director Compression Rule: Director Compression is a career plan calculation rule intended to insure that qualified and performing upline Directors and higher titles are not overly negatively impacted when a downline Director of higher title fails to qualify to be paid as a Director or higher title for that month.

Example: A is an Executive Director. B & C are A's first generation Directors. D is a first generation Director under C . E is a first gen Director under D.

In April, D fails to qualify to be paid as a Director. D's Personal Generation sales volume will roll up into C's Personal Generation volume for that month and C will be paid as if D were part of her Personal Generation. Director E will "compress" temporarily into D's spot as a second generation Director or higher title. By this process A's income is protected when D failed to qualify. First A receives the first generation bonus of 6% on C's Personal Generation which has been enlarged by the addition of D's volume. Second, A, who as an Executive Director is qualified to be paid a 3% Bonus on all second generation qualified Directors is paid on E who has temporarily compressed up into A's second generation. In addition, E compress up into the first generation position for C and C is paid the 6% first gen bonus on E. In the next month, if D requalifies to be paid as a Director, then D again is A's second generation Director and C's first generation Director.

# 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.

♥ If the person who sponsored me into the business leaves the business who will receive the 4% Business Building Bonus on my personal retail sales?

No one. The 4% Business Building Bonus is only paid to the person who personally sponsored you into the business. When that person leaves the business for any reason, no one is paid the 4% BB Bonus on your retail sales.

♥ How does the Promoting Director's Grace Period work?

Here's an example: Mary is a Director who has a high performing Senior Partner named Sally in her Personal Generation. In January Sally meets all of the qualifications to be a Director and promotes out as of January 31st. The Promoting Director Grace Period now applies to Mary for the next two months immediately following January. So in February and March, Mary is under the grace period of reduced monthly requirements to qualify to be paid as a Director.

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

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

♥ As a qualified Senior Director with one promote out downline first generation Director. What happens if my first generation Director fails to qualify for a month?

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

♥ I am a Partner. What happens if the person I sponsor achieves a higher rank in the business than I do? Will I still receive the Business Building Bonus?

Yes. It does not matter that you remain an active part time Partner and your personally sponsored recruit becomes a Platinum Executive Director, so long as you are bonus qualified for the month you will receive the 4% BB Bonus on that person's personal sales volume.

## FAQ'S

♥ I am a Senior Director. I promoted out a Director who climbs through the Career Plan ranks to a higher title than I hold. Do I lose my qualification to be paid on my promote out Director if they achieve a higher title than I hold?

The Bellame Career 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 Partner status? Do I permanently lose my opportunity to be paid on the downline I developed?

No. The Bellame Career Plan provides that a former Director 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 Partner you never lose the opportunity to benefit from the downline you have sponsored.