

JANUARY 2024

BELLAME

Omni Compensation Plan

BELLAME OMNI COMPENSATION



	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 Pathway #1	Presidential Director Pathway #2
Personal Sales Volume Director's 1st Gen		250	250	250	500	500	500	500	500	500	500	500	500
Platinum in 1st Gen (counts as 1 of required Directors for Presidential)				1,500	3,000	5,000	8,000	15,000	25,000	75,000	125,000	300,000	250,000
Total PGS (sales tools + kits included)						2,000	3,200	6,000	10,000	30,000	50,000	80,000	80,000
Total Downline Team Sales (DTS)													
Outside Largest Leg (DTS)													
Customer Retail Sales	25%	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%	5%
Elite Sales Bonus 2,000 - 2,999	10%	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%	15%
Total Retail + Elite Bonuses	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%
Customer Passport Sales	20%	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%	5%
Elite Sales Bonus 2,000 - 2,999	10%	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%	15%
Total Passport + Elite Bonuses	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%
Level 1= Entire Leg through your 1st Brand Partner with 100 PSV		4%	6%	8%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Level 2= Entire leg after Level 1 through next Partner with 100 PSV				4%	6%	8%	6%	8%	8%	8%	8%	8%	8%
Level 3= Entire leg after Level 2 through next Partner with 100 PSV					2%	4%	6%	6%	6%	6%	6%	6%	6%
Level 4= Entire leg after Level 3 through next Partner with 100 PSV							2%	4%	4%	4%	4%	4%	4%
Personal Gen = Entire leg until your 1st Executive Director													
1st Generation = Starts with your 1st Exec Dir until next Exec Dir													
2nd Generation = Starts with your 2nd Exec Dir until next Exec Dir													
3rd Generation = Starts with your 3rd Exec Dir until next Exec Dir													
4th Generation = Starts with your 4th Exec Dir until next Exec Dir													
Promotion Bonus for 1st Time Rank					\$100	\$250	\$500						
2nd Month Promotion Bonus for Maintaining Rank					\$100	\$250	\$500						
3rd Month Promotion Bonus for Maintaining Rank					\$100	\$250	\$500						
Total Promotion Bonuses Paid out for 3 Consecutive Months					\$300	\$750	\$1,500						
Monthly Leadership Bonuses					\$167	\$334	\$334	\$500	\$667	\$1,000	\$1,334	\$2,000	\$2,000
Enroller Bonuses on Starter Order Acid On	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Corporate Enroller Pool Shares	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
Roll Up Enroller Bonuses in Personal Gen upto \$50 per Starter													
First Time Promotion Flowers						FLOWERS	FLOWERS	FLOWERS	FLOWERS	FLOWERS	FLOWERS	FLOWERS	FLOWERS

Promotion Recognition Jewelry



New Brand Partner Quickstart Bonuses

Earn cash bonuses, free products, & Double your Director Promotion Bonuses!



Annual Trip Destinations

Earn through sales, team building, or both, it's all up to you!



The Beauty of our Business

Our Partners

Discover the heartbeat of our brand, our Partners, passionate entrepreneurs coming together from all walks of life to unite as one tribe, one family of friends. We are promoters of beauty from within, building confidence and enriching lives. We are a force of good; we are BELLAME.

Our Products

Discover the magic of skincare, makeup, and wellness that leaves you radiantly glowing from the inside out. Indulge in the beautifully packaged, clinical-grade products delivering transformative results. Craft a flawless canvas with foundations, pigmented palettes, nourishing lip colors, and masterful artistry tools. Enhance your well-being with our wellness line, featuring top-grade ingredients for maximum efficacy.

Our Opportunity

Experience entrepreneurship made easy—earn by simply sharing products. Travel the world with us and enjoy rewards like FREE products, recognition jewelry, and flowers! Enjoy 24/7 online training, your online storefront, lead generation, and stunning product imagery, all free of cost. We are here to help you make money, not make money off of you.

Ways to Build your Earnings

Share the Product

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!

Show the Opportunity

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

Build your Business

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!

Getting Started: Quickstart

New Brand Partners can utilize the Quickstart program and earn cash bonuses, free products, and double Director Promotion Bonuses by building the foundation of their business through sharing products, showing the opportunity, and building a team.

1.1.2024

BELLAME QUICK START

SHARE, SHOW, & BUILD IN YOUR FIRST FULL MONTH



SHARE THE PRODUCTS

Earn up to 40% on customer sales

+ \$50 Beauty Bucks

when you reach the rank of Executive Brand Partner!



SHOW THE OPPORTUNITY

Earn Enroller Bonuses + Enroller Shares

+ \$100 Beauty Bucks

when you reach the rank of Diamond Brand Partner!

BUILD YOUR BUSINESS

New Director promotion by the end of 1st full month

DOUBLE YOUR PROMO BONUSES: TOTAL \$600

Promote to Director in 1st month = \$200

Maintain Director 2nd month = \$200

Maintain Director 3rd month = \$200



EARN A \$50 MENTOR BONUS YOUR NEW DIRECTOR EARNS THEIR \$200 - UNLIMITED!

Reminder: new Brand Partners promoted to Director by their first full month will be eligible for Double their Director Bonuses. Example: If Maria starts her business on September 3rd, then October is her first full month in the business, so she would have through October 31st to be promoted as a first-time Director to qualify for double promotion bonuses.

Share the Product

BONUS TYPE 💰: **PERSONAL SALES TO CUSTOMERS**
PAID OUT ON 📅: **2ND & 4TH TUESDAY OF EACH MONTH**

1st Bonus for personal Customer Sales, earn up to 25%

When your customers purchase directly from your online Boutique, you will earn off the commissionable sales on each order, which means the amount your customer pays after any applicable discounts. Your customer purchases fall into two categories: Passport and retail.

- Earn 20% on Passport Orders: Customers can acquire a Passport either at no cost through an active Auto Replenishment order on their account or by buying an annual pass. You'll get 20% off the commissionable sales of every order. Additionally, you have the opportunity to earn up to 15% more through Elite Bonuses, detailed on the next page, allowing you to gain a total of 35% on each Passport Customer Order.
- Earn 25% on Retail Customers: Customers buying without a Passport give you a 25% commission on the sales value of each order. Additionally, you have the potential to gain an extra 15% through Elite Bonuses, detailed on the next page, summing up to a total of 40% commission on every Passport Customer Order.



Share the Product

BONUS TYPE 💰: **ELITE SALES BONUSES ON PERSONAL SALES PAID OUT ON** 📅: **15TH OF EACH MONTH FOR PRIOR MONTH**

2nd Bonus for personal Customer Sales, earn up to an additional 15%

Your Elite Sales Bonus allows you to earn an additional 15% on all your customer orders for the month; this is on top of the base amount paid out twice a month. 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.

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

- Increase your retail profit to 40%, with a 15% Elite Sales Bonus when your Personal Sales Volume is 3,000+ for the month.

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

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

Show the Opportunity

BONUS TYPE 💰: **LEVEL BONUSES ON TEAM SALES**
PAID OUT ON 📅: **15TH OF EACH MONTH FOR PRIOR MONTH**

Build a team and earn up to 10% on your team commissionable volume

	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%

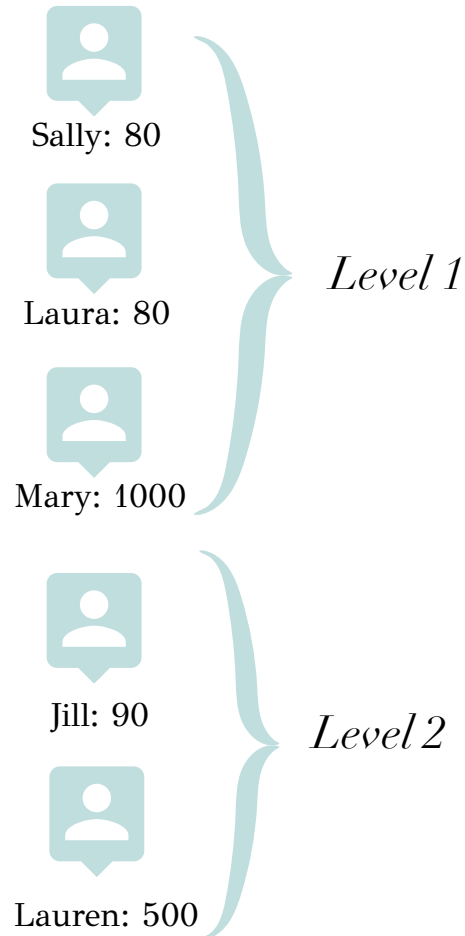
Example: Your Level 1 had a total of 1,000 in Commissionable Volume for the month. You are an Executive Director so you will receive 10% of 1,000 CV = \$100. CV for each product is listed on all shop pages. CV payout is minus any applied savings.

The Beauty of 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.



Show the Opportunity

BONUS TYPE 💰: **PERSONAL SALES TO CUSTOMERS**

PAID OUT ON 📅: **2ND & 4TH TUESDAY OF EACH MONTH**

Earn unlimited bonuses for those you personally enroll

You can earn Introduction Bonuses when you personally enroll Brand Partners with a Starter Order of \$150, \$300, or \$500. Executive Directors earn additional bonuses when you enroll with Starter Packs or add-on products and the 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 Bonuses:

- 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 Orders when you personally enroll a new Brand Partner.

Executive Director+ Roll Up Bonuses (paid Monthly on the 15th)

- 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 personally enrolls Partners will earn ED Rollup Bonuses on qualifying Starter Orders.

**If you have an Executive Director on your team, you will earn on all Partners enrolled on your team outside your Executive Director leg.*

Show the Opportunity

BONUS TYPE 💰: **ENROLLER POOL BONUSES**

PAID OUT ON 📅: **15TH OF EACH MONTH FOR PRIOR MONTH**

Earn unlimited bonuses for personally enrolled as well as your team.

Each month, BELLAME takes 1% of the Commissionable volume 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 & and commissions.

Two Ways to Earn Shares:

1st by those you Personally Enroll

- Enroll 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!

2nd when you help your Line 1 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
- Enroll 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!

Build your Business

BONUS TYPE 💰: **GENERATION BONUSES**
PAID OUT ON 📅: **15TH OF EACH MONTH FOR PRIOR MONTH**

Bonuses for Mentoring your entire team.

As your team grows, you will MENTOR others on 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 (Executive Director)		4%	4%	4%	4%	4%
Generation 2 (Executive Director)			4%	4%	4%	4%
Generation 3 (Executive Director)				4%	4%	4%
Generation 4 (Executive Director)					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.

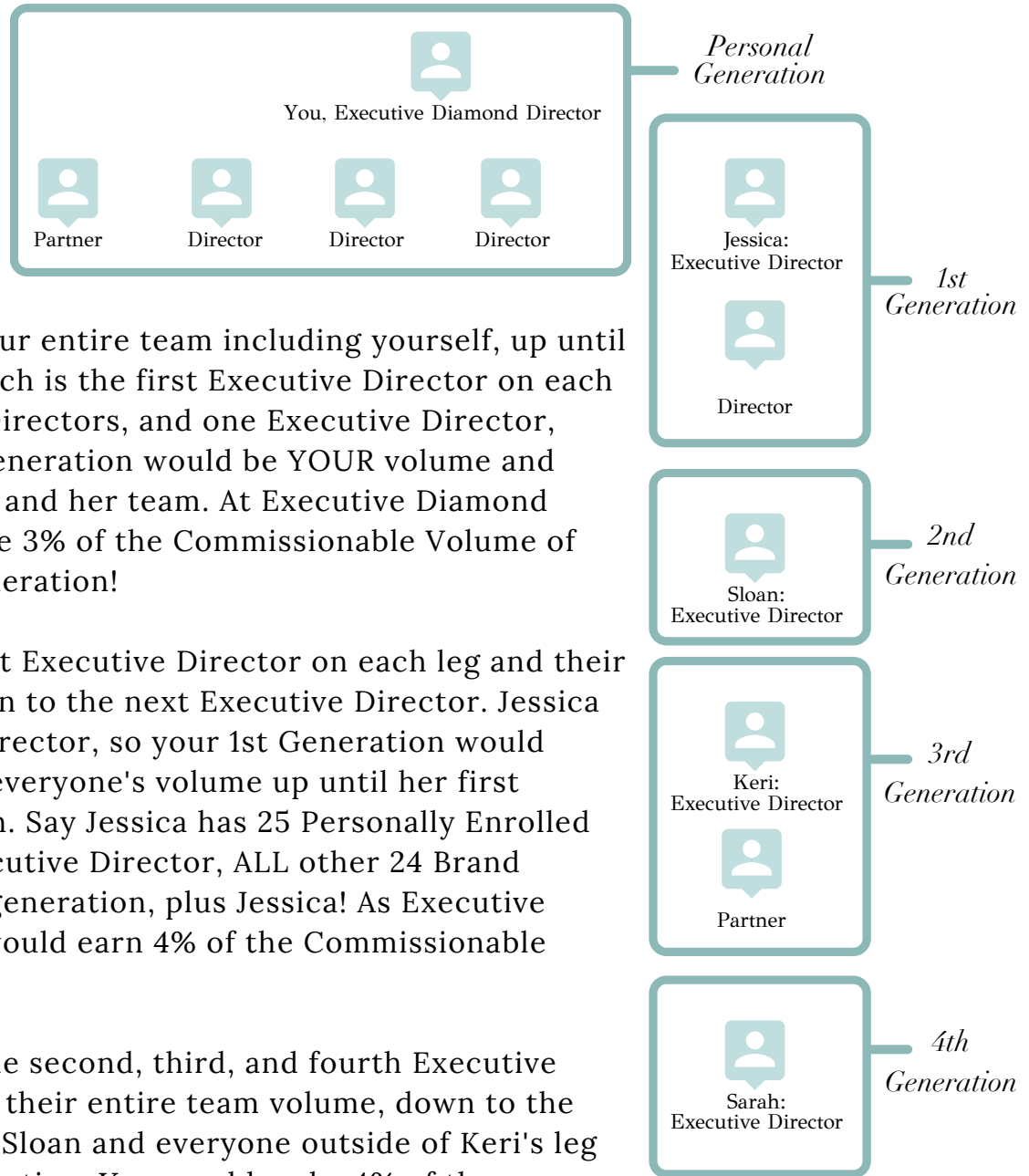
2nd Generation: Your second Executive Director on each leg and their entire team volume, down to the next Executive Director.

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.

Build your Business

Continued Generation Bonuses...



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 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! As 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!

Generation bonuses are paid on CV. CV for each product is listed on all shop pages. CV payout is minus any applicable discounts.

Build your Business

BONUS TYPE 💰: **TITLE PROMOTION BONUSES**

PAID OUT ON 📅: **15TH OF EACH MONTH FOR PRIOR MONTH**

Bonuses when you promote to a new title for the first time

- 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 the title.
- Example: Maintain title two out of three months, earn two out of three bonuses.
- Bonuses are cumulative! For example, if you are promoted 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
Total Potential Bonuses	\$300	\$750	\$1,500

Reminder: new Brand Partners who are promoted to Director by their first full month will be eligible for Double their Director Bonuses. Example: If Maria starts her business on September 3rd then October is her first full month in the business, so she would have through October 31st to promote as a first-time Director to qualify for double promotion bonuses.

BUILD YOUR BUSINESS

New Director promotion by the end of 1st full month

DOUBLE YOUR PROMO BONUSES: TOTAL \$600

Promote to Director in 1st month = \$200

Maintain Director 2nd month = \$200

Maintain Director 3rd month = \$200



Build your Business

BONUS TYPE 💰: **LEADERSHIP MAINTENANCE BONUSES**
PAID OUT ON 📅: **15TH OF EACH MONTH FOR PRIOR MONTH**

Bonuses earned for maintaining Senior Director and above.

Each month, BELLAME pays out Leadership Bonuses for maintaining the qualifying title of Senior Director through Presidential. These are stand-alone bonuses paid out monthly; they are not cumulative.

Earn Monthly...

- **Senior Director \$167**
- **Executive Director \$334**
- **Diamond Director \$500**
- **Senior Diamond Director \$667**
- **Executive Diamond Director \$1,000**
- **Platinum Director \$1,334**
- **Presidential Director \$2,000**



Glossary

Bonus: Payments made to a Brand Partner based upon that person achieving or exceeding certain sales and/or enrollment 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 be 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 ensure 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 which 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 (minus applicable discounts/savings) 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 in the BELLAME Compensation Plan.

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

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

Glossary Continued...

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 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 you are paid based on 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 enroll, as well as sales tools, do not count towards your Personal Sales for your qualifications.

Enroll: 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 personally enrolled. The process is referred to as "enrolling" a new Brand Partner into the business and as a member of the Mentor's downline.

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.

Mentor/Upline: A Brand Partner's Mentor is the person who enrolled that Partner. Mentors qualify for team Mentoring bonuses each month.

Frequently Asked Questions

If I leave the business and then rejoin at a later date, is my account reinstated, and do my enrolled Brand Partners get reinstated to my business structure?

If you reinstate your business within six months of departure, your original account will be restored, however downline team Partners will only be reinstated within 3 months of departure; they however have the opportunity to remain with their new Mentor should they request.

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 enroll 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 for that title for several months and I am demoted 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 title 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 enrolled.