

SEPTEMBER 2024

# Omni Opportunity BELLAME



# THE BELLAME OMNI OPPORTUNITY

	Brand Partner	Senior Brand Partner	Executive Brand Partner	Diamond Brand Partner	Director	Senior Director	Executive Director	Diamond Director	Senior Diamond Director	Elite Diamond Director	Executive Diamond Director	Platinum Executive Director	Presidential Director Option #1	Presidential Director Option #2
<b>Personal Sales Volume</b>		250	250	250	500	500	500	500	500	500	500	500	500	500
<b>Directors 1st Gen</b>					500	500	500	500	500	500	500	500	500	500
<b>Platinum in 1st Gen (counts as 1 of required Directors for Presidential)</b>					3,000	5,000	8,000	20,000	25,000	50,000	75,000	125,000	250,000	300,000
<b>Total PGS (sales tools + kits included)</b>						2,000	3,200	8,000	10,000	20,000	30,000	50,000	80,000	100,000
<b>Total Downline Team Sales (DTS)</b>														
<b>Outside Largest Leg (OLL)</b>														
<b>Retail Customer Orders</b>		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%	5%
Elite Sales Bonus 2,000 - 2,999	10%	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%	15%
<b>Total Retail + Elite Bonuses</b>	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%
<b>Orders Placed by Subscribe &amp; Save Customers</b>	20%	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%	5%
Elite Sales Bonus 2,000 - 2,999	10%	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%	15%
<b>Total Passport + Elite Bonuses</b>	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%
<b>Bonuses earned on personally enrolled Starter Orders</b>	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
<b>Level 1 = Entire Leg through your 1st Brand Partner with 100 PSV</b>		4%	6%	8%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
<b>Level 2 = Entire leg after Level 1 through next Partner with 100 PSV</b>				4%	6%	8%	8%	8%	8%	8%	8%	8%	8%	8%
<b>Level 3 = Entire leg after Level 2 through next Partner with 100 PSV</b>					2%	4%	2%	4%	4%	4%	4%	4%	4%	4%
<b>Level 4 = Entire leg after Level 3 through next Partner with 100 PSV</b>														
<b>Personal Gen = Entire Leg up through your 1st Executive Director</b>														
<b>1st Generation = Entire Leg up through your 1st Executive Director</b>														
<b>2nd Generation = Entire Leg after your 1st Exec Dir through next Exec Dir</b>														
<b>3rd Generation = Entire Leg after your 2nd Exec Dir through next Exec Dir</b>														
<b>4th Generation = Entire Leg after your 3rd Exec Dir through next Exec Dir</b>														
<b>1st Month New Rank Promotion Bonus</b>					\$100	\$250	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
<b>2nd Month New Rank Maintenance Bonus</b>					\$100	\$250	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
<b>3rd Month New Rank Maintenance Bonus</b>					\$300	\$750	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
<b>Total Promotion Bonuses Paid out for 3 Consecutive Months</b>					\$50	\$200	\$400	\$500	\$700	\$900	\$1,100	\$1,500	\$2,000	\$2,000
<b>Leadership Monthly Maintenance Bonus</b>														



**Destination Incentive Trips**  
Earn by selling, team building a team, or both, it's all up a team.

### Promotion Gifts



### Flowers for Title Promotions



### Sr. Director through Presidential

**Promote to Director by the end of your 1st full month**  
Promote to Director in 1st month = \$200  
Maintain Director the following month = \$200  
Maintain Director the following month = \$200  
= \$600

**Promote to Senior Director by the end of your 2nd full month**  
Promote to Senior Director by end of 2nd full month = \$500  
Maintain Senior Director following month = \$500  
Maintain Senior Director following month = \$500  
= \$1,500

**Promote to Executive Director by the end of your 3rd full month**  
Promote to Executive Director by end of your 3rd full month = \$1,000  
Maintain Executive Director following month = \$1,000  
Maintain Executive Director following month = \$1,000  
= \$3,000

### Quickstart Earn up to \$5,100 in Double Promotion Bonuses!

# The Beauty of our Business

## Products

Step into a world where luxury meets self-care. A place where your beauty and wellness paths come together through skin-loving ingredients that will leave you obsessed. Each product is custom-formulated with ingredients that do more than a promise—they perform—products Inspired By Luxury Powered By Science.

## People

Our Partners are the heartbeat of our brand. Passionate entrepreneurs from all walks of life unite as one tribe, one family of friends. We promote beauty from within, building confidence and enriching lives. We are a force of good; we are BELLAME.

## Promise

BELLAME introduced the world's first Omni Marketer by blending the best of the Network and Affiliate worlds! One Omni Marketer platform with unlimited opportunities! There are no fees for earning or sharing our brand and no brand handcuffs. Imagine promoting products you are obsessed with while earning real money when you do!

# Ways to Build your Earnings

## Share the Product

Earn up to 40% profit on Retail Customer Sales and up to 35% profit on purchases made by your Subscribe & Save Customers. 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 can earn through our lucrative programs, such as our Title Bonuses, monthly Leadership Bonuses, and incentives like our annual BellaDreams and BellaVision destinations!

# Getting Started: Quickstart

## BELLAME QUICKSTART

**Earn up to \$5,100**

### **DOUBLE DIRECTOR PROMO BONUSES: TOTAL \$600**

#### **Promote to Director by the end of your 1st full month**

Promote to Director in 1st month = \$200

Maintain Director the following month = \$200

Maintain Director the following month = \$200

### **DOUBLE SENIOR DIRECTOR PROMO BONUSES: TOTAL \$1,500**

#### **Promote to Senior Director by the end of your 2nd full month**

Promote to Senior Director by end of 2nd full month = \$500

Maintain Senior Director following month = \$500

Maintain Senior Director following month = \$500

### **DOUBLE EXECUTIVE PROMO BONUSES: TOTAL \$3,000**

#### **Promote to Executive Director by the end of your 3rd full month**

Promote to Executive Director by end of your 3rd full month = \$1,000

Maintain Executive Director following month = \$1,000

Maintain Executive Director following month = \$1,000

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*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: Subscribe & Save or Retail.

- Earn 20% on purchases made by your Subscribe & Save Customers; they receive an automatic 10% savings on all their purchases when they have an active Subscribe & Save order scheduled for an upcoming replenishment. You'll earn 20% of 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 purchase made by your Subscribe & Save Customer.
- Earn 25% on Retail Customers: Customers purchasing without a Subscribe & Save discount will earn a 25% commission on the paid 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 Retail 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 Subscribe & Save profits to 35%, with a 10% Elite Sales Bonus when your Personal Sales Volume is 2,000-2,999 for the month.

<b>Orders Placed by Subscribe &amp; Save Customers</b>	<b>20%</b>
Elite Sales Bonus 1,000 - 1,999	5%
Elite Sales Bonus 2,000 -2,999	10%
Elite Sales Bonus 3,000 +	15%
<b>Total Passport + Elite Bonuses</b>	<b>35%</b>

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

<b>Retail Customer Orders</b>	<b>25%</b>
Elite Sales Bonus 1,000 - 1,999	5%
Elite Sales Bonus 2,000 -2,999	10%
Elite Sales Bonus 3,000 +	15%
<b>Total Retail + Elite Bonuses</b>	<b>40%</b>

*\*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

Brand Partner	Senior Brand Partner	Executive Brand Partner	Diamond Brand Partner	Director	Senior Director	Executive Director	Diamond Director	Senior Diamond Director	Elite Diamond Director	Executive Diamond Director	Platinum Executive Director	Presidential Director Option #1	Presidential Director Option #2
LEVEL 1	4%	6%	8%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
LEVEL 2			4%	6%	8%	8%	8%	8%	8%	8%	8%	8%	8%
LEVEL 3				2%	4%	6%	6%	6%	6%	6%	6%	6%	6%
LEVEL 4						2%	4%	4%	4%	4%	4%	4%	4%

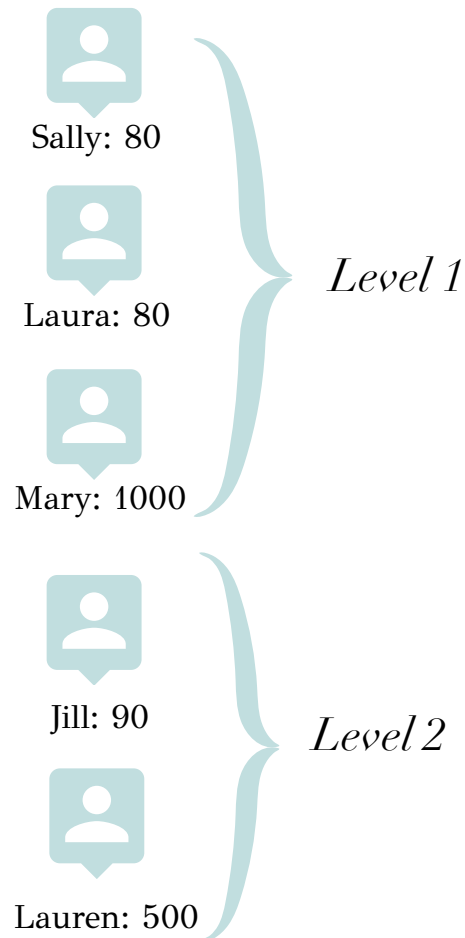
Example: Your Level 1 had a total of 1,000 in Commissionable Volume for the month. You are an Executive Director so you will receive 10% of 1,000 CV = \$100. CV for each product is listed on all shop pages. CV payout is minus any applied savings.

## 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.





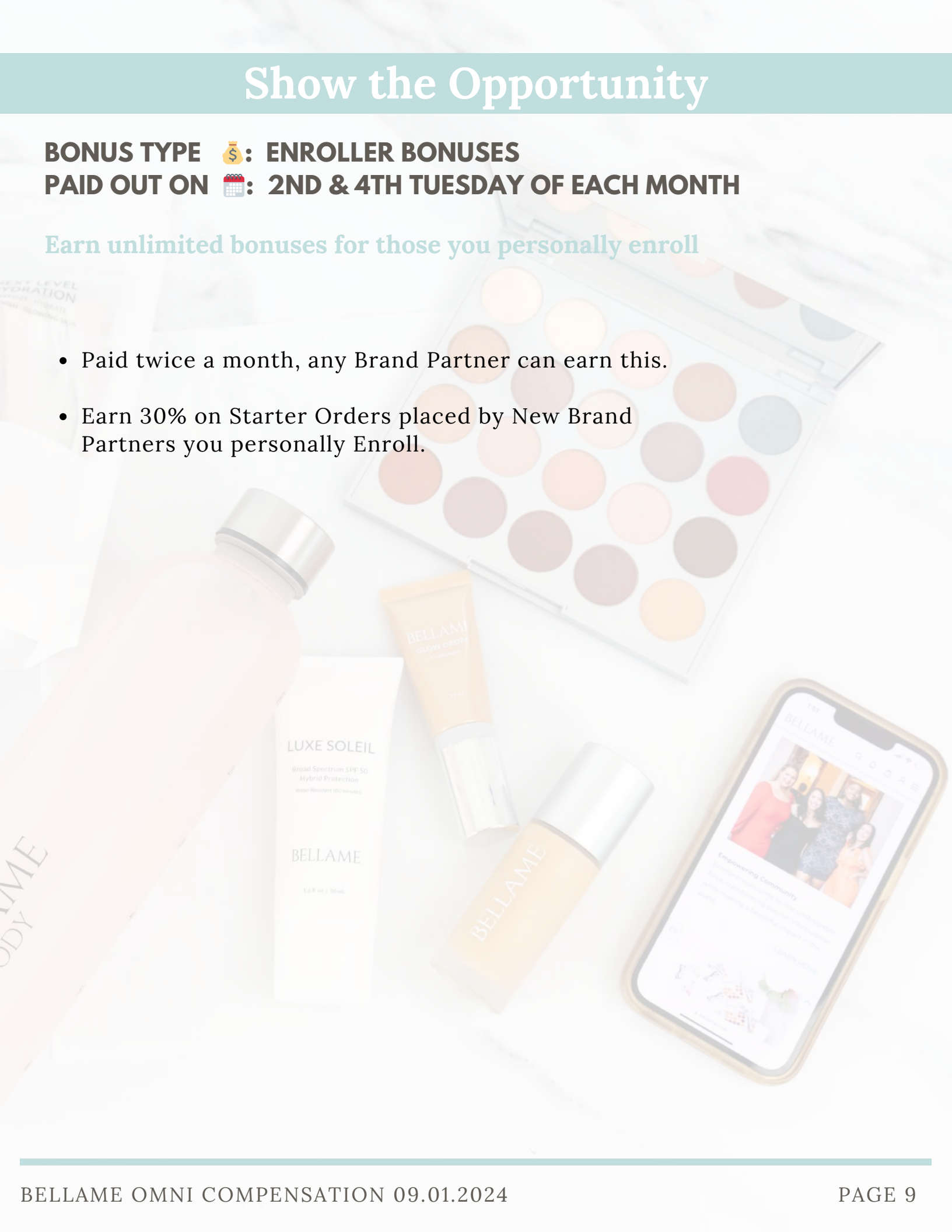
# Show the Opportunity

**BONUS TYPE** 💰: **ENROLLER BONUSES**

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

**Earn unlimited bonuses for those you personally enroll**

- Paid twice a month, any Brand Partner can earn this.
- Earn 30% on Starter Orders placed by New Brand Partners you personally Enroll.



# 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	Elite Diamond Director	Executive Diamond Director	Platinum Executive Director	Presidential Director Option #1	Presidential Director Option #2
PERSONAL GEN	10%	10%	10%	10%	10%	10%	10%	10%
1ST GEN	8%	8%	8%	8%	8%	8%	8%	8%
2ND GEN	6%	6%	6%	6%	6%	6%	6%	6%
3RD GEN	2%	4%	4%	4%	4%	4%	4%	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.

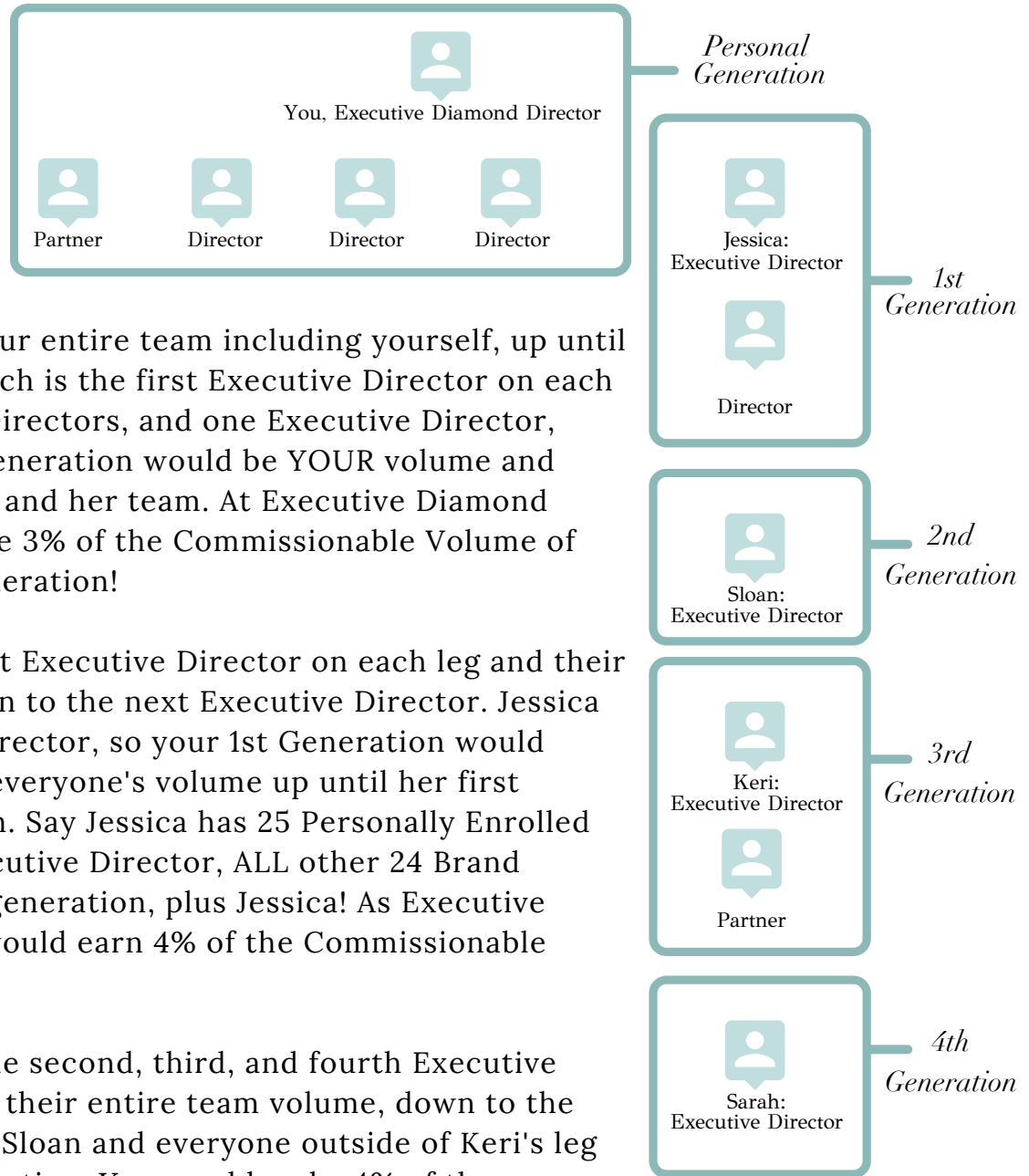
**2nd Generation:** Your second Executive Director on each leg and their entire team volume, down to the next Executive Director.

**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
<b>Total Potential Bonuses</b>	<b>\$300</b>	<b>\$750</b>	<b>\$1,500</b>

## New Brand Partners Double your Promotion Bonuses!

**BELLAME QUICKSTART**  
**Earn up to \$5,100**

**DOUBLE DIRECTOR PROMO BONUSES: TOTAL \$600**  
Promote to Director by the end of your 1st full month  
Promote to Director in 1st month = \$200  
Maintain Director the following month = \$200  
Maintain Director the following month = \$200

**DOUBLE SENIOR DIRECTOR PROMO BONUSES: TOTAL \$1,500**  
Promote to Senior Director by the end of your 2nd full month  
Promote to Senior Director by end of 2nd full month = \$500  
Maintain Senior Director following month = \$500  
Maintain Senior Director following month = \$500

**DOUBLE EXECUTIVE PROMO BONUSES: TOTAL \$3,000**  
Promote to Executive Director by the end of your 3rd full month  
Promote to Executive Director by end of your 3rd full month = \$1,000  
Maintain Executive Director following month = \$1,000  
Maintain Executive Director following month = \$1,000

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# 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 Leadership Mentor Bonuses:**

- **Director \$50**
- **Senior Director \$200**
- **Executive Director \$400**
- **Diamond Director \$500**
- **Senior Diamond Director \$700**
- **Elite Diamond Director \$900**
- **Executive Diamond Director \$1,100**
- **Platinum Director \$1,500**
- **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 every month. The various bonus opportunities are set out in the BELLAME Compensation Plan. Unless otherwise specified in advance by the Company in writing, bonus periods coincide with calendar months.

**Brand Partner:** The BELLAME Compensation Plan title is awarded to an individual who is enrolled as an independent contractor salesperson with BELLAME Beauty, Inc. A brand partner can achieve 11 additional titles in the Compensation Plan.

**Break-off:** A term to describe a Brand Partner 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 on which your commission earnings are calculated. It is the Retail Sales price minus savings, taxes, shipping, and other discounts. Starter orders and sales tools have zero Commissionable Sales Volume. Examples of sales tools are product samples.

**Commissionable Volume:** The assigned amount of a particular product used to calculate commissions (minus applicable discounts/savings) for Unilevel and Generation Bonuses. Commissionable Volume can be viewed for each of our products when you are logged in to your Brand Partner Boutique; they are listed on each product on our website.

**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.

**Downline Team Sales (DTS):** This is the retail value of items your entire team sells, including personal purchases minus tax and shipping. starter orders and sales tools count towards your Team Sales Volume for qualifications. However, commissions and bonuses are never earned on Starter orders or sales tools.

**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.

**Enroll:** The term describes 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 called "enrolling" a new Brand Partner into the business and as a member of the Mentor's downline.

## Glossary Continued...

**Leadership Title:** Leadership bonuses are paid out at the close of each calendar month. They are not pro-rated. Leaders must be active throughout the month to qualify for bonuses.

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

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

**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 and your personal purchases, minus tax and shipping. Starter Kits of those you personally enroll in and sales tools do not count towards your Personal Sales for your qualifications.

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

# Frequently Asked Questions

## **If I leave the business and rejoin later, will my account be reinstated, and will my enrolled Brand Partners get reinstated to my business structure?**

Your original account will be restored if you reinstate your business within six months of departure. However, downline team Partners will only be reinstated within three 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 a Brand Partner has achieved a certain title qualification in some prior month 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?**

Roll Up's rule 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 for the title, you will receive all of the bonus payments attached to the title you qualify for 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 your enrolled downline.