

hello

bodē PRO!

A PROGRESSIVE COMPANY DEDICATED TO HELPING YOU AGE SMARTER.

We firmly believe greatness can only be achieved when a person believes in their mission. Once you try our products and explore our mission; we are confident you'll become a raving fan and that's when all the magic happens. **But if you are not completely happy with your product purchase, we'll give you your money back, up to a full year from the date of your purchase! That is how much we believe in the quality and power of our Bodē Pro products!**

Now, let's fast-forward to the raving fan part. We call these people **Bodē Pro Influencers**. These people of influence recognize there is a financial opportunity for them as they help us gather more customers. To become a Bodē Pro Influencer, simply purchase an Influencer **business package** including Internet marketing tools, a personalized web presence, online back office for tracking your organizational sales, and business management tools to help **launch and run** your new Bodē Pro business.

The Bodē Pro Rewards Program is 'a first of its kind' plan designed to appeal to the **4 major marketing channels: 1) Retail Marketing; 2) Influencer Marketing; 3) Internet Marketing; and 4) Network Marketing**. The front end profits you can enjoy are from generating retail sales to Customers. Simply share our remarkable products with friends by posting them online and getting samples out for them to try and enjoy impressive profits on your retail sales! The back end plan encourages you to foster the entrepreneurial spirit in your Customers. This part of the plan is only available to those who have achieved the level of 1-Star Influencer and above. Under the Star Bonus Plan, we combine the power of great products with the leverage of social marketing.

All bonuses outlined in the Bodē Pro Rewards Program are geared toward rewarding our Influencers all along their entrepreneurial journey, beginning with the newest Influencer's ability to attract and retain customers, as well as helping to identify those customers who possess the entrepreneurial spirit to do the same.

WE LOVE OUR CUSTOMERS

THE BEST WAY TO SHOW OUR LOVE FOR OUR RETAIL CUSTOMERS IS TO REWARD AND WE DO THAT!

LOYALTY PROGRAM

Bodē Pro rewards Customers and Influencers with **Loyalty Points** for each non-promotional product they purchase. These Loyalty Points can be redeemed for **FREE PRODUCTS** once a user has accrued enough points to cover the entirety of a loyalty purchase. Loyalty Points balances can be viewed and redeemed from your Back Office.

AutoShip orders award 2X the loyalty points when compared to single retail purchases.

WE'RE LOOKING FOR PEOPLE OF INFLUENCE

Bodē Pro Influencers are those entrepreneurial minded who recognize there is a **massive opportunity** in helping us grow our community through the gathering of more customers. Influencers not only participate in the Loyalty Program, but they can also **earn commissions for finding Retail Customers** and identifying other Influencers. To earn the Influencer status, simply purchase the Influencer Internet marketing tools package for \$29.95.



RETAIL PROFIT PLAN (PAID WEEKLY)

There are three areas of Retail profits you can enjoy.

1. Each new Influencer/Customer's first order will generate a one-time **Fast Start Bonus** equal to 25% on the Points of that order. An additional 5% of Points are allocated to the Rising Star Bonus Pool.
2. The **Retail to Wholesale profits** will be paid on every customer order.
3. The remaining **Commissionable Volume** will be paid out on the 1st level of the Star Bonus (if qualified).

RISING STAR BONUS POOL (PAID MONTHLY)

This pool is reserved for the Rising Star and Building Star ranks (1-Star through 7-Star) who qualify to participate by enrolling at least three (3) new active customers in a calendar month, and for every combined 125 Points from those new customers (a customer must have an active order of a minimum of 25+ points), an Influencer can earn ½ share. A total of 5% of the monthly worldwide Value Pack, Super Value Pack and Elite Value Pack Points along with 5% of the Points from each new US customers order will be divided pro-rata based on the number of shares accumulated per qualifying participant. There is no limit to the amount of shares an Influencer can earn.

STAR BONUS (PAID MONTHLY)

Commissionable points in the Star Bonus only constitute a "Level" when their upline Influencer has reached the rank of 1-Star or higher. Any points accumulated by an Influencer who has not yet achieved 1-Star, automatically roll-up and count as a level for the next immediate qualified 1-Star or higher. Any unearned bonuses are **dynamically compressed** (▲) up to the first qualified 1-Star Influencer, or higher, until the maximum bonuses are paid out. All bonuses are paid on CV.

	RISING STARS			BUILDING STARS				ELITE STARS		
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR*	6 STAR**	7 STAR	8 STAR	9 STAR	10 STAR
FRONT LINE POINTS (FLP)	100	100	100	100	100	100	100	100	100	100
ORG TOTAL POINTS (OTP)	1,000	2,500	5,000	10,000	20,000	50,000	100,000	250,000	500,000	1 MIL
MIN LEGS WITH A PERSONALLY ENROLLED ACTIVE INFLUENCER	N/A	2	2	3	3	3	3	3	3	3
MAX % PER LEG	50	50	50	50/40/10	50/40/10	50/40/10	50/40/10	40/40/20	40/40/20	40/40/20
DYNAMIC COMPRESSION	LEVEL 1 ▼	2%	2%	2%	2%	2%	2%	2%	2%	2%
	LEVEL 2 ▼	▲	3%	3%	3%	3%	3%	3%	3%	3%
	LEVEL 3 ▼		▲	5%	5%	5%	5%	5%	5%	5%
	LEVEL 4 ▼			▲	6%	6%	6%	6%	6%	6%
	LEVEL 5 ▼				▲	5%	5%	5%	5%	5%
	LEVEL 6 ▼					▲	3%	3%	3%	3%
	LEVEL 7 ▼						▲	2%	2%	2%

PLAN PROTECTION RULES

1. To earn any bonuses under Bodē Pro's Compensation Plan (whether under weekly or monthly), at least 50% of an Influencer total qualified group volume (the levels an Influencer is qualified to be paid on) must be from customer-generated sales. If customer generated sales fall below 50.01%, no bonuses will be paid for that pay period.
2. Any personal product purchases will not qualify an Influencer for any Bodē Pro bonuses. Only personally-enrolled Customer and Influencer purchases qualify an Influencer for bonuses.

*5-Star Influencers may, at their option, activate a second Influencer Center (IC2). IC2 must be placed in the enroller tree of IC1 and meet the same commission qualifications.

**6-Star Influencers may, at their option, activate a third Influencer Center (IC3), provided they've activated their second Influencer Center (IC2). IC3 must be placed in the enroller tree of IC1 and meet the same commission qualifications.

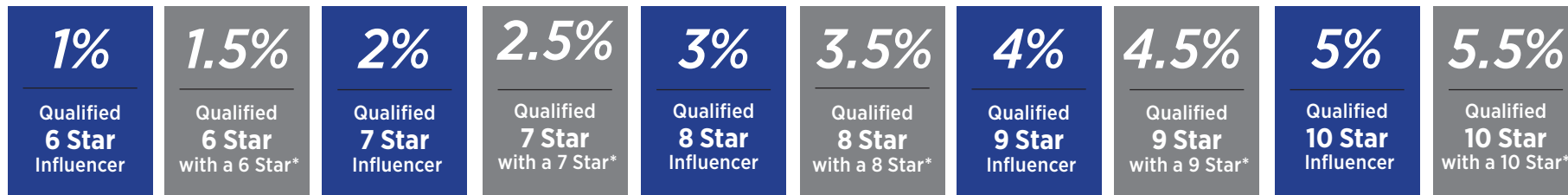
SUPER STAR BONUS (PAID MONTHLY)

Commissionable points in Super Star Bonus constitute a “level” when their upline Influencer has reached the rank of 8 Star or above. Any points accumulated by an Influencer with a rank lower than 8 Star automatically roll up and count as part of the Group Volume for the next immediate qualified 8 Star or higher. Any unearned bonuses are dynamically compressed up to the first qualified 8 Star Influencer, or higher, until the maximum bonuses are paid out. All bonuses are paid on the CV.

	8 STAR	9 STAR	10 STAR
GROUP VOLUME	2%	2%	2%
LEVEL 1 OF 8 STARS +	2%	2%	2%
LEVEL 2 OF 8 STARS +		2%	2%
LEVEL 3 OF 8 STARS +			2%

ELITE STAR BONUS (PAID MONTHLY)

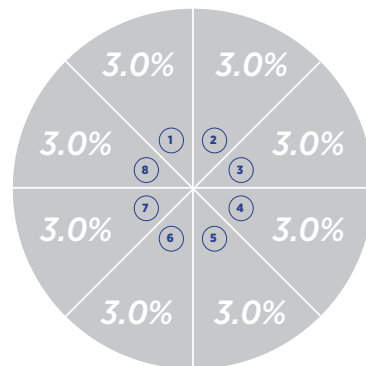
6-Star Influencers (and above) can earn up to an additional 5.5% on all the Commissionable Point Volume (CV) in their organization. This bonus is paid down to the first partial or full block.



*In their enroller tree.

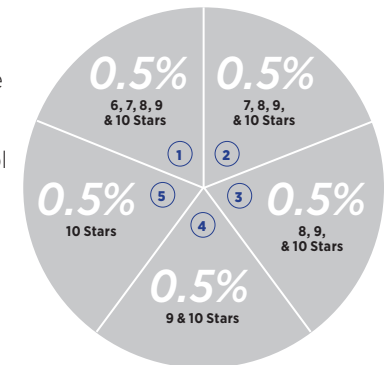
GLOBAL STAR BONUS MATCH (PAID MONTHLY)

Qualified 4 Star Influencers (and above) earn a portion of a Global Star Bonus Matching Pool. This pool is made up of 24% of the Star Bonus checks earned worldwide. There are a total of 8 pools, with 3% allocated to each. A share of Pool (1) can be earned by qualified 4-Star and higher. A share of Pool (2) can be earned by qualified 5-Star and higher. A share of Pool (3) can be earned by qualified 6-Star and higher. A share of Pool (4) can be earned by qualified 7-Star and higher. A share of Pool (5) can be earned by qualified 8-Star and higher. A share of Pool (6) can be earned by qualified 9 and 10-Star. A share of Pool (7) can be earned by qualified 10-Star. The final Pool (8) is shared with 10 Star Influencers that develop a 10 Star in their enroller tree.



ELITE BONUS POOL (PAID MONTHLY)

2.5% of worldwide CV will be contributed monthly to this bonus. There are a total of 5 pools, with .5% allocated to each. The first pool is paid out equally to all qualified 6, 7, 8, 9 and 10-Star Influencers. The second pool pays all qualified 7, 8, 9 and 10-Star Influencers equally. The third pool pays all qualified 8, 9 and 10-Star Influencers equally. The fourth pool pays all 9 and 10-Star Influencers equally. The fifth pool pays all 10-Star Influencers equally.



RANK REWARD SUMMARY

	LOYALTY PROGRAM	RETAIL PROFIT	STAR BONUS	RISING STAR BONUS	GLOBAL STAR BONUS MATCH	ELITE STAR BONUS	ELITE BONUS	SUPER STAR BONUS
1 STAR	✓	✓	✓	✓				
2 STAR	✓	✓	✓	✓				
3 STAR	✓	✓	✓	✓				
4 STAR	✓	✓	✓	✓	✓			
5 STAR	✓	✓	✓	✓	✓			
6 STAR	✓	✓	✓	✓	✓	✓	✓	
7 STAR	✓	✓	✓	✓	✓	✓	✓	
8 STAR	✓	✓	✓		✓	✓	✓	✓
9 STAR	✓	✓	✓		✓	✓	✓	✓
10 STAR	✓	✓	✓		✓	✓	✓	✓



GLOSSARY OF TERMS

POINTS

Each Bodē Pro product has an associated point value. These Points are used for determining Influencer ranks and active status.

COMMISSIONABLE POINTS (CV)

Each Bodē Pro product also has an associated commissionable point value (CV). These Commissionable Volumes are assigned based on the Points of the product less any Fast Start or Rising Star bonus pools shares and used for the purpose of calculating commissions.

FRONT LINE POINTS

Front Line Points (FLP) represent the accumulated points generated from all personally-enrolled Influencer, customer and customer's customers purchases. FLP excludes points from your own purchases.

ORGANIZATIONAL TOTAL POINTS

Organizational Total Points (OTP) represent the sum of all points in your entire sponsor tree and Customer Community. OTP excludes points from your own purchases.

AUTOSHIP SUBSCRIPTION

Autoship Subscription is a convenience program extended to Retail Customers and Influencers. It provides a recurring monthly order, to prevent running out of product, and without the trouble of remembering to order. Autoship Subscription orders can be reconfigured or cancelled 7 days prior to their scheduled delivery date. Influencers and Retail Customers who wish to receive 2x Loyalty Points must be enrolled in the Autoship Subscription program.

ENROLLER

A person who introduces another to Bodē Pro is called their Enroller.

CUSTOMER

Customers purchase Bodē Pro products at their suggested retail price and are eligible to earn Loyalty Points that can be redeemed for free products. When an existing Customer enrolls a new customer and the

new customer makes a purchase within thirty (30) days of enrolling, the enrolling Customer will receive a one-time Loyalty Points match equal to the original points of the new customer's first order. Customers are ineligible to earn commission when referring other customers.

INFLUENCER

Entrepreneurs can become an Influencer by purchasing the Influencer Internet marketing tools package for a fee of \$29.95. An Influencer is eligible to earn both commissions and Loyalty Points with the Loyalty Program. Any Influencer which for a period of 3 months does not have at least 1 active Personally Enrolled Customer/Influencer will be converted over to Retail Customer status.

ACTIVE CUSTOMER

A Customer with 25+ points purchased within a calendar month is considered an Active Customer.

ACTIVE INFLUENCER

An Influencer with 100+ Front Line Points (FLP) accumulated within a calendar month is considered an Active Influencer. An Active Influencer is required in each leg for rank advancement. Active Influencers are also considered to meet the requirements of the paid rank of "Influencer 1."

WAITING ROOM

Newly upgraded Influencers are subject to a 30-day placement window, or waiting room. Once moved from the waiting room and placed into the enroller's genealogy, the 30-day window closes. Should the 30-day window expire prior to placement into the genealogy, the new Influencer is automatically placed as a personally-enrolled Influencer leg to the Enroller.

CUSTOMER COMMUNITY

Personally-enrolled Customers occupy a 1st level position in the commissionable tree and remain part of the enrolling Influencer's Customer Community. All personally-enrolled customer purchases, as well as purchases resulting from a customer referring another customer, count toward this total.

RANK ADVANCEMENT PERIOD (RAP)

Each calendar month represents a Rank Advancement Period (RAP). All points accumulate from the first thru the last day of the month, with the Rank Advancement Period closing at midnight.

QUALIFY

Each month, Influencers must qualify to earn commissions and bonuses. There are no qualifications for Influencers to earn Retail Profits. An Influencer is qualified with 100 Front Line Points (FLP). You cannot qualify based on your personal purchases.

LOYALTY POINTS

Loyalty Points are complimentary points provided by Bodē Pro for each non-promotional product a Customer or Influencer purchases. These Loyalty Points can be redeemed for free products once specific thresholds have been met. Loyalty Points carry no cash value and are only used for the purposes of redeeming product.

