

# LumiCeuticals Compensation Plan

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## Welcome to *LumiCeuticals*!

It is our mission to light up the world with a whole new vision for radiant health and vitality. We have chosen a relationship marketing model because we value personal connections as the most powerful way to share our life-changing wellness technologies. In addition to providing you with cutting edge wellness technologies, *LumiCeuticals* can be your vehicle on the road to financial freedom and a lifetime of satisfaction by helping others. The *LumiCeuticals Compensation Plan* provides a logical and rewarding pathway to a better financial future. It rewards your personal efforts through direct sales and rewards your service to help others do the same. The plan is generous and provides a rewarding income-earning potential as well as a profit sharing program.

## Four Exciting Ways to Learn

The *LumiCeuticals* Compensation Plan offers four exciting ways to earn:

1. Personal Direct Sales Commissions from 9-30%
2. Team Bonuses from 2-21%
3. A Team Profit Sharing Pool That Splits 6% of Overall Company Sales Each Quarter.
4. Extra incentive programs like the Drive For Five

## LUMI TEAM COMPENSATION PLAN CHART

Rank	Personal	Gold	Silver	Bronze	Bronze 1	Bronze 2	Diamond 1	Diamond 2
Diamond	30%	6%	12%	21%	18%	15%	3%	2%
Gold	24%		6%	15%	12%	9%		
Silver	18%			9%	6%	3%		
Bronze	9%				3%	3%		

Every Ambassador Can Also Qualify for Profit Sharing Payouts from the Lumi Light Pool which is 6% of total Lumi Retail sales each Team quarter.

## **1. DIRECT SALES COMMISSIONS**

A *LumiCeuticals* Sales Ambassador helps customers learn about and order products directly from *LumiCeuticals* and continues to provide ongoing sales support to earn Direct Sale Commissions. This commission is calculated and paid monthly by multiplying your Paid-As-Rank percentage which ranges from 9-30% by the dollar amount of your personal direct sales. To participate in this compensation plan, a *LumiCeuticals* owner must submit a signed Sales Ambassador Agreement, W-9 form, and make a qualified sale of a minimum \$999 retail value.

## **2. TEAM BONUSES - Building with the Power of Relationships**

All Sales Ambassadors are eligible to earn Team Bonuses by assisting their customer/owners and Ambassadors to share light and make direct sales while maintaining their own personal sales activity quarterly. These team bonuses range from 2-21%.

Reference the attached chart showing all team payout possibilities. Unless you are a Diamond or Bronze Ambassador, when someone in your group holds the same rank as you, you will not earn team bonuses on sales in that group, but their sales volume will count towards your accumulated volume requirements for rank advancement and the Lumi Profit Pool.

## **RANKS OF ACHIEVEMENT**

As a *LumiCeutical* Sales Ambassador there are four ranks that one can achieve:

- Bronze Ambassador
- Silver Ambassador
- Gold Ambassador
- Diamond Ambassador

Silver, Gold and Diamond appointments become active the month after qualification is achieved. They carry the highest levels of pay out, privilege and responsibility in the *LumiCeuticals* Compensation Plan. *LumiCeuticals* reserves the right to promote only those candidates who, in the *LumiCeuticals* Management Team's assessment:

1. Exemplify loyalty to *LumiCeuticals* based on the terms in the signed Ambassador Agreement.
2. Demonstrate regular leadership, guidance, and service to their Personal Groups by applying their best efforts toward promoting *LumiCeuticals* products, the *LumiCeuticals* opportunity and by supporting the ideals of the *LumiCeuticals* philosophy.

Once a qualified sale is made, a Bronze Ambassador can always maintain that rank as long as Ambassador Agreements are honored. All levels of participation are by choice and willingness to maintain basic levels of qualification.

## **RANK QUALIFICATIONS & BENEFITS:**

### **BRONZE AMBASSADOR**

#### **QUALIFICATIONS**

To become a Bronze Ambassador, purchase a *LumiCeuticals* system valued at a minimum of \$999 retail, agree to the terms and submit a signed LumiCeuticals Ambassador Agreement form and W-9 form to *LumiCeuticals*, and make a qualified sale.

#### **BENEFITS**

After meeting the above qualifications, a Bronze Ambassador can earn Retail Direct Commissions of 9% of the purchase price as well as 3% of the purchase price on two levels of Team Bonuses. A Bronze Ambassador can earn 3% of the purchase price of a first line Bronze sale on their team and 3% of the purchase price of a second line Bronze sale on their team by maintaining quarterly sales activity.

A Bronze Ambassador can earn *LumiCeuticals* Profit Sharing Pool Points. They have free access to weekly training/education calls as well as access to the Ambassador section of the LumiCeuticals website.

#### **MAINTAINING RANK**

Retail Direct Commissions of 9% are always paid to a Bronze Ambassador in good standing.

To continue to earn the 3% Team Commissions, the Bronze Ambassador is required to have one personal sale of at least \$999 or one personally referred company rental in a Team Quarter beginning the first month of the first Team Quarter that occurs after becoming a Bronze Ambassador.

### **SILVER AMBASSADOR**

#### **QUALIFICATIONS**

To become a Silver Ambassador, personally sell 6 *LumiCeuticals* systems, each with a minimum of \$999 retail value to 6 qualified customer/owners and have a minimum accumulated Team Sales Volume of 54,000 and Personal Sales Volume of 18,000. All Personal Sales count toward Team Sales.

## **BENEFITS**

A **Silver Ambassador** receives:

- 18% commission on all personal direct retail sales to qualified customers,
- 9% on any retail sales made by a 1st level Bronze Ambassador on their team,
- 6% of sales by a 2nd level Bronze Ambassador on their team,
- 3% of sales by a 3rd level Bronze Ambassador on their team.

## **MAINTAINING RANK**

To remain Silver Ambassador requires a minimum of 1 personal sale for a personal volume minimum of \$1998 retail value or 3 personally referred corporate rentals each Team Quarter beginning the first month of the first Team Quarter that occurs after being appointed to the Silver Ambassador level.

If retention qualifications for Silver Ambassador are not achieved in any given quarter, the Ambassador will drop down to the Bronze Ambassador status at the beginning of the next quarter until they once again meet the retention requirement of 1 personal sale for a personal volume of \$1998 retail value or 3 personally referred corporate rentals in a team quarter, at which time they will be immediately reinstated to the Silver Ambassador status.

## **GOLD AMBASSADOR**

### **QUALIFICATIONS**

To become a Gold Ambassador, personally sell 12 systems, each with a minimum of \$999 retail value, to 12 qualified customers and have a minimum **accumulated** Team Sales Volume of 62,000 and Personal Sales Volume of 36,000.

### **BENEFITS**

A **GOLD** Ambassador receives:

- 24% on all personal direct sales to qualified customers,
- 6% on all sales made by a direct Silver Ambassador Team in their team,
- 15% on all 1st level Bronze sales in their personal group,
- 12% on all 2nd level Bronze sales in their personal group,
- 9% on all 3rd level Bronze sales in their personal group.

## **MAINTAINING RANK**

To remain a Gold Ambassador requires a minimum of 1 personal sale for a personal volume minimum of \$1998 retail value or 3 personally referred corporate rentals each Team Quarter, beginning the first month of a Team Quarter following appointment to Gold Ambassador.

If retention qualifications for Gold Ambassador are not achieved in any given quarter, the Ambassador will drop down to the next Ambassador status until they once again meet the retention requirement of 1 personal sale for a personal volume of \$1998 retail value or 3 personally referred corporate rentals in a team quarter, at which time they will be immediately reinstated to the Gold Ambassador status.

## **DIAMOND AMBASSADOR**

### **QUALIFICATIONS**

To become a “Diamond” Ambassador, personally sell 18 systems to 18 qualified customers with a minimum of \$999 retail value each and have an **accumulated** 486,000 Team Sales Volume and Personal Sales Volume of **54,000**

### **BENEFITS**

A Diamond Ambassador earns:

- 30% on all personal direct sales to qualified customers,
- 3% on all sales made by their direct Diamond Teams,
- 2% on all sales made by their 2nd level Diamond teams
- 6% on all sales made by their direct Gold Ambassador Team,
- 12% on any sales made by their direct Silver Ambassador Team,
- 21% on all sales made by a direct Bronze Ambassador,
- 18% on all sales made by a 2nd level direct Bronze Ambassador,
- 15% on all sales made by a 3rd level direct Bronze Ambassador.

## **MAINTAINING RANK**

To remain a Diamond Ambassador requires a minimum of 1 personal sale for a personal volume minimum of \$1998 retail value or 3 personally referred corporate rentals each Team Quarter, beginning the first month of a Team Quarter following appointment to Diamond Ambassador.

If retention qualifications for Diamond Ambassador are not achieved in any given quarter, the Ambassador will drop down to the next Ambassador status until they once again meet the retention requirement of 1 personal sale for a personal volume of \$1998 retail value or 3 personally referred corporate rentals in a team quarter, at which time they will be immediately reinstated to the Diamond Ambassador status.

### **3. Lumi Profit Sharing Pool: The Power of Team Building**

Every Team Quarter, 6% of *LumiCeuticals*' total sales are placed in a Lumi Profit Sharing Pool and divided among all qualified participants based on Light Pool Points. Light Pool Points are awarded quarterly for sales and rentals. Even when someone passes or equals your rank, their activity still counts for your team Lumi Points and Profit Sharing Commissions.

#### **QUALIFICATIONS:**

Any Bronze, Silver, Gold or Diamond Ambassador can qualify for the Lumi Profit Sharing Pool by earning a minimum of 3 personal Lumi Points during that quarter.

Personal Lumi Points may be earned in the following ways:

#### **Personal sales:**

- LumiPure Chakra Wand Set = 1 Point
- LumiVibe Go2 = 1 Point
- LumiVibe Go3 = 1.5 Points
- LumiVibe Flex2 = 2 Points
- LumiVibe Grow6 = 3 points
- LumiVibe PRO 6 = 6 points
- LumiVibe PRO 10 = 9 points

Personally referred Corporate Rentals = 1 point for each rental

#### **Team Sales:**

Ambassadors with a minimum of 3 Personal Lumi Points earn points on their entire team's sales no matter what rank:

- ½ point for a Wand, Go2 or Go3 team sale,
- 1 point for a LumiVibe Flex2 or Grow6 team sale,
- 2 points for a LumiVibe PRO 6 team sale
- 3 points for a LumiVibe PRO 10 team sale.

## 4. EXTRA INCENTIVE PROMOTIONS

### THE DRIVE FOR FIVE PLAN

The Drive for Five is an exciting plan to build momentum for new Ambassadors. An Ambassador that personally sells 5 *LumiCeuticals* Systems to 5 qualified buyers who purchase a new LumiVibe Grow6, a Lumi Vibe Pro 6 or a Lumi Vibe Pro 10 System within the new owner's first 90 days from the date of their first sale will receive a free Lumi Grow6 System. This is in addition to the normal commission payouts on the 5 referrals resulting in a value between \$4500 and \$7450.

### DEFINITION OF TERMS

**Customer/Owner** Anyone who has purchased a *LumiCeuticals* light system.

**Ambassador** - One who holds a title in the compensation plan by signing an Ambassador Agreement to represent *LumiCeuticals* products, has a W-9 on file with *LumiCeuticals* and has made at least one direct sale of a system with a minimum value of \$999.

**Qualified Sale** – A sale to a third party customer.

**Paid-As Rank** – The rank that the Ambassador's personal qualified sales volume and enrolled team members qualifies them for in a given Compensation Period.

**Paid on Cost**: The retail value of the product sold before shipping and taxes.

**LumiCeuticals Roll Over Agreement** – For Ambassadors with Ambassador Agreements on file by 1/1/17, we will include all previously documented sales of Elan equipment as a qualified *LumiCeuticals* sale when we can verify that sale through a sales invoice or record, or a *LumiCeuticals* user registration.

**Personal Volume**: Sales personally purchased or personally referred by an Ambassador

**Accumulated Team Volume**: All of the Sales Volume accumulated by personal and team sales. This volume continues to accumulate regardless of changes in rank.

**Ambassador Team Rank:** The level of personal and team sales determines Ambassador Rank. By your level of involvement, you choose your rank of achievement, your earnings and your participation in the *LumiCeuticals* Profit Sharing Pool.

***LumiCeuticals* Profit Sharing Pool:** Every three calendar months, known as a Team Quarter, all company sales for that quarter will be totaled. 6% of those *LumiCeuticals* sales will be paid out to all qualified *LumiCeuticals* Ambassadors who have earned at least 3 Lumi Points during that Quarter. Points will be rewarded based on personal sales volume, team sales volume and personally referred rentals from *LumiCeuticals*. The dollar value of a Lumi Pool Point will vary each quarter and will be based on 6% of the total corporate volume of sales divided by the total number of earned points by qualified team members. Qualified team members will then earn the point value in dollars multiplied by the number of points earned. Points earned each quarter do not carry over to the next quarter.

**Team Quarter:** A designated three-consecutive-month period in which an Ambassador retains rank qualifications and Lumi Pool Points and qualification.

- Quarter One: January 1 – March 31<sup>st</sup>
- Quarter Two: April 1 – June 30<sup>th</sup>
- Quarter Three: July 1 – September 30<sup>th</sup>
- Quarter Four: October 1 – December 31<sup>st</sup>

**Rank Maintenance:** An Ambassador chooses to maintain a specific rank each Team Quarter based on his/her fulfilling the required activity to do so. All accumulated team volume is retained and rank is reinstated as soon as the required activity is fulfilled. See Rank Maintenance under each Rank description.

*LumiCeuticals* reserves the right to revise the compensation plan as deemed necessary.