



# The Lifepius Concept

people helping people to make lives better

# The Lifeplus Concept

The Lifeplus concept is built solely from the perspective of people helping people to make lives better. This means helping people improve their quality of life. This begins with helping people with their physical well-being, helping people grow and develop as people, and helping people expand their financial possibilities.

The Lifeplus concept is one of the few situations where someone can get started without any sign-up fees or inventory. There is no exchange of product for money amongst friends. Every customer's or team partner's decision is based on the individual's personal motivation. There is also no personal delivery of products, since everything is shipped direct from Lifeplus to consumers. Everyone who orders pays the same price. And with our wide range of products, we have a product for everybody that corresponds to his or her special needs. Those who know our products are enthusiastic about them. Their enthusiasm is the best recommendation for our products and is invaluable to us. This is a true referral business from which you profit in every regard and which you can try out and start without any financial risk.

## Wellness

Lifeplus is committed to provide best-in-class products to support optimal wellness and energy levels. You simply cannot be your best in any endeavour or relationship if you do not feel your best. Our commitment to making products that truly support you is evident in the caring way we manufacture and in the fact that we encourage you to purchase direct, without a membership fee. And we give you the opportunity to return the products within 30 days if you are not satisfied. We believe our products are the best, and we build our foundation for the future on this belief.



“The company they created—Lifeplus—was destined to become a model for the Wave 4 Revolution. The idea was to tear down all the psychological barriers that made MLM such a hard sell for many people. First of all, there would be no charge for becoming a member. Nor was there any pressure to sell to friends and family.”

Richard Poe, Wave 4, Network Marketing in the 21st Century, Prima Publishing 1999, page 240.

# Personal Growth and Relationships

Relationships are at the core of every facet of life that involves others. Family, friendships, community, causes, and business are all driven by relationships. Becoming better in relationships enhances every corner of your life, but this does not happen without effort. Developing strong relationships requires energy and skills. Our sincere desire for you is that through your Lifeplus experience you will feel energised and better able to focus on others, such that you build deeper and more satisfying relationships.

The experiences you share with other like-minded individuals in Lifeplus through a variety of social activities, learning seminars and individual mentoring, as well as the information you access from Lifeplus, will teach you basic skills that cross over into all areas of relationships in life. Our business is founded on the premise of focusing on others to help them do better in life. Kindness, honesty, authenticity, and respect are core principles that strengthen relationships and are fundamentals in Lifeplus. You will be mentored in the ways to interact with people such that they enjoy working with you.

## How Does Referral Marketing Work?

Do you know what it takes for a product to end up on a store shelf? Retail sales often use a traditional distribution system. The product is sent from the manufacturer to a distributor that then passes it on to a wholesaler that sells it to a retailer, where it is finally put on a shelf for the end consumer to purchase. In direct sales and in classical network marketing someone buys direct from the manufacturer and sells to the end consumer. This often requires an investment in warehousing and marketing of the products.

Referral marketing works differently in that products go straight from the manufacturer to the end consumer. When you watch a great movie or eat at a delicious restaurant, you simply tell your friends about it and give them your recommendation. That is how referral marketing works!

### Product Distribution Example



# Standard of Living

The Lifeplus concept helps you enhance your standard of living twofold. As you are more energised and develop a higher personal skill level, you will naturally become more productive in your career whether or not your main career is with Lifeplus. We want you to succeed in everything that is important to you, and if you love your career, we want you to flourish in it. Lifeplus has products everyone needs on a daily basis and, therefore, is a topic at any time of the day.<sup>1</sup> For this reason, the Lifeplus concept is flexible by design so that it can fit with a wide variety of lifestyles and approaches.

The other aspect of increasing your standard of living is the income stream you can develop through the Lifeplus concept. This stream is based purely on the movement of products from Lifeplus to the consumers. It

will start with you sharing your enthusiasm for our products with others and thus building your personal customer base. Depending on your financial goals, your abilities and your available time, this may be all you choose to do. Or if you have larger financial goals, you will want to find “partners,” whom you support in building their own customer base by passing on your know-how and your knowledge about our products and their advantages.<sup>1</sup> And all this is possible whilst working from home.

## Anyone Can Do It

Sales skills are not necessary, because our products can be inspiring. It is primarily a matter of telling someone about your own enthusiasm for our products and of passing on basic information about them.<sup>1</sup> Being nice and honest and having a true desire to improve

quality of life are the only things an individual truly needs to bring to the table in order to have the opportunity to succeed. You can count on the experience of your sponsor, or his or her sponsor and draw on that person’s support. Each partner is personally trained and mentored in how to build up a consumer network and, through greater commitment, also build up an additional team of new partners, all within the framework of his or her personal interests.

Because there is no purchase of inventory and everyone is paying the same price for the products, it would be unfair and wrong to encourage new product users or a newly sponsored partner to order larger product quantities. The concept is designed to give each partner the incentive to help the partners he or she sponsors into the business to build up their own consumer networks and therefore



## The four stable pillars that support your business

### The Company

- Origins date back to 1936
- Humanity is the standard
- In-house production
- Advanced manufacturing technologies

### The Products

- Consumable
- Affordable
- Unique, synergistic, high-quality formulations
- Exclusive, proprietary PhytoZyme® Base

### The Market

- Mega market of the future: Wellness – Fitness – Anti-Ageing
- Nutritional supplements – a growth market worth billions
- Participate in this market through referral marketing

### The Compensation Plan

- Fair, balanced compensation plan that guarantees support
- Excellent growth opportunities in the middle levels
- Attractive depth bonus in the long-term Leadership Development Bonus
- Special bonus for early achievers

help them to succeed. For it is only through each new partner's actual success that someone can expand his or her business beyond his or her own personal customer reach.

The compensation plan is fair and rewards partners at whatever level they are dedicated. It is a natural evolution from learning and growing a part-time income to eventually, if someone desires, reaching a full-time income. If you have a desire to reach for the stars and grow a large income, that is open to you as well but will take a higher level of dedication over time.

Teamwork, serving others, family, improving lives, and fun are core concepts in the Lifeplus concept and are the path to helping make lives better.



# The Compensation Plan

For now, let's focus on the basics and start from the beginning. We will not attempt to explain all facets of the plan but just those essential to understanding how it generally operates.

First, Lifeplus is a global, seamless opportunity. What this means is that you can sponsor someone in Great Britain, for example, who can sponsor someone in Japan who can sponsor someone in the United States who can sponsor someone in Switzerland. It's important to understand that to facilitate this system, every product is assigned a certain number of International Points (IP). Qualifications and bonuses are calculated worldwide in IP, which are then converted to local or regional currency for bonus payments.

The Compensation Plan consists of three main parts:

1. Referral Bonuses
2. Leadership Bonuses
3. Leadership Development Bonuses

Plus, a monthly pool consisting of 1 percent of company sales is shared amongst partners who sponsor three or more new partners in one calendar month.



## Referral Bonuses

Referral Bonuses are very simple and there are two types: direct and indirect. All of the partners whom you personally sponsor are your direct referrals. Some of your direct referrals may be product consumers only, whilst some may wish to make referrals about our products themselves. Either way, any month you fulfill your activity qualification, you will earn 5 percent of the total IP of your direct referrals. Another term for your group of direct referrals is simply your 1st level.

You actively support the less-experienced and less-successful partners in your first level if they want to sponsor a new team partner. This new partner has originated from an indirect referral thanks to your efforts—in this case we say that new partner is on your 2nd level. You earn 25 percent on the total IP of your 2nd level partners; in other words, for actively supporting your partner in helping his or her new partner to choose the best possible product according to his or her needs and to informing him or her about the range of Lifeplus products.<sup>1</sup>

Referral Bonuses		
Level	Bonus	Qualification
1	5%	40 IP PV
2	25%	40 IP PV
3	10%	40 IP PV + 3 Active* 1st Level Partners

\*Active Partners are those with at least 40 IP Personal Volume (PV) or those with 15 40 IP legs.

When partners on your second level sponsor their direct referrals, we say that these new partners are on your 3rd level. You earn 10 percent on the total IP of your 3rd level. In order to earn a 3rd level referral bonus, there is the added qualification that you must have 3 active partners on your 1st Level.

As a new partner, you will be most concerned with Referral Bonuses, as the Leadership and Leadership Development Bonuses are advanced bonuses which become important only when you already have gained

some experience in team building, when you are familiar with our range of products, and when you are interested in imparting your know-how to a large number of partners and want to build a larger team. Exactly how they work is beyond the scope of this explanation, but the various achievement levels and bonus percentages are detailed below.

Another interesting opportunity for the new partner is the monthly pool mentioned above, which is formally called the Outstanding Service Reward Pool (OSRP). You can share in this pool any month you increase your number of personally sponsored active partners by 3 or more above your previous 12-month high, at which point you will receive one share for each additional partner. So, if you increase by 3, you earn three shares; increase by 5 and you'll earn 5 shares.

## Dynamic Compression

The Lifeplus compensation plan features Dynamic Compression. Whilst it is not so important to understand all of the nuances of Dynamic Compression, it is important to know that Lifeplus sales are the result of the achievements of our active partners and that it optimises the performance and fairness of the plan for all active partners. Some plans in other companies do not feature it.

Basically, it means that when a partner does not earn a bonus because he or she is not active and does not make his or her qualifications, the turnover does not appear in his or her team as his or her achievement. Nevertheless, there is no benefit to the company because volume and bonuses are instead "compressed" upwards to benefit the partner who is actively qualifying.

### Leadership Bonuses and Achievement Levels

Achievement Level	Bonus	Qualification
Bronze 100 IP PV	3%	3 Active Legs 3.000 IP GV*
Silver 100 IP PV	6%	6 Active Legs 6.000 IP GV*
Gold 150 IP PV	9%	9 Active Legs 9.000 IP GV*
Diamond 150 IP PV	12%	12 Active Legs 15.000 IP GV*

\*Group volume (GV) is the total of your personal volume plus the volume of your 1st three levels.

### Leadership Development Bonuses and Achievement Levels

Achievement Level	Bonus	Qualification
1-Star Diamond 150 IP PV	3%	12 Active Legs 15.000 IP GV* 1 Diamond Leg 2 Bronze Legs
2-Star Diamond 150 IP PV	3%	12 Active Legs 20.000 IP GV* 2 Diamond Legs 1 Bronze Leg
3-Star Diamond 150 IP PV	2%	12 Active Legs 25.000 IP GV* 3 Diamond Legs

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With the Lifeplus concept you can

- be your own boss;
- decide on your commitment and therefore on the level of your income;
- decide when, where, and with whom you are going to work;
- decide what to wear for work;
- work in pleasant, familiar surroundings—in your own home;
- spend time with your family at any time; and
- become successful by helping others.

Make up your mind based on the benefits Lifeplus has to offer:

- No start-up costs and no annual renewal fee
- Well-established, professional business with a visionary management team
- Unique, high-quality consumer goods
- No-risk business expansion without investments
- International trade opportunities without additional qualifications or expenses
- No stock holding requirements—no risk! (Orders are processed and shipped directly from Lifeplus Europe.)
- No activities with respect to products and cash flow
- Low monthly qualifying requirements
- Choice of full-time or part-time activity
- ASAP customers are entitled to a price advantage and have the products delivered at reduced rates (or free shipping)
- Customer service in more than 10 languages
- No special professional qualifications required
- Training by sponsors and experienced leaders/ training and support system
- Efficient tools to facilitate business expansion
- 30-day money-back guarantee
- Free websites
- Recognitions and incentives

\*Note that no claims as to preventive, therapeutic, or curative properties about the products may be made except those officially approved in writing by Lifeplus in the official product literature.



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