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Rev. 2023M05D15a

NATURALLY PLUS USA

BUSINESS PLAN

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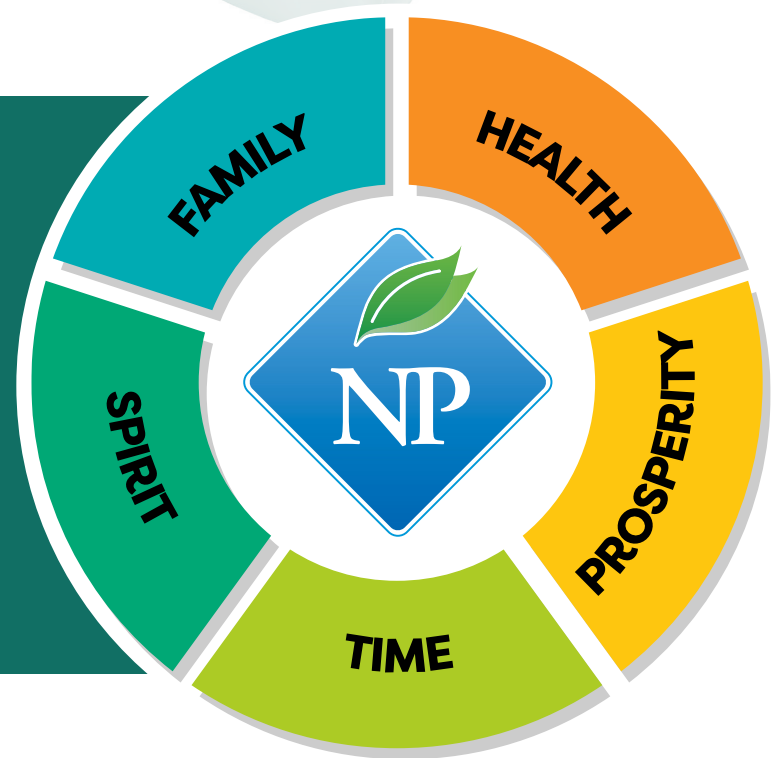
**Income stated is based on the Business Plan and is not a guarantee, promise, or projection of anticipated income. Individual income may vary based on many factors. NPUSA makes no guarantee or promises. Please see the Income Disclosure Statement on page 35 for historical information.*

1. The NPUSA Difference

Our Business Model

For just \$30 and a product purchase of your choice*, you can own your own business that expands your network to span in over 150 countries. Share NPUSA's excellent products while earning income and rewards such as national sales percentage pool bonuses. It's a business model that speaks for itself, because our program works as hard as you do!

1. **Product Purchase (*100pts or more)**
2. **\$30.00 Annual Membership Fee**
 - ↳ One Year Access to Back Office (NDS)
 - ↳ Your Own Marketing Website



In growing your NPUSA business, you will have the opportunity to enjoy the essential **5 Riches of Life: Family, Health, Prosperity, Time, and Spirit.**



THE NPUSA DIFFERENCE

History of Success

NPUSA's Business Plan is a **GAME-CHANGING** network marketing model where ROI is based on as much as you wish to put into your business organization. Buy only what you need for personal consumption and enjoy a payday once a week, every week, with endless possibilities! NPUSA's highest achievers have earned over \$1 million working with their organizations!



Since 1999

- ▶ 250 members with over \$1,000,000 in commission.
- ▶ 1 out of 5 members earn a commission from Naturally Plus! Members as young as 18 to 100 can do this!
- ▶ There is no inventory to stock and you go at your own pace. No monthly points closing, quotas, or flushing.
- ▶ 28 Offices/Pop-Ups around the world. Over 150 countries where Naturally Plus products are enjoyed and distributed!

FAMILY

World Renowned Products

Four of the world's leading products in antioxidation, gut health, and overall wellness

IZUMIO

IZUMIO is natural, high-quality drinking water infused with an industry-leading concentration of molecular hydrogen gas. Its antioxidative properties help the body reduce inflammation and any deterioration caused by free radicals.



100 pts.

SUPER LUTEIN

Super Lutein is a multi-carotenoid nutritional supplement especially designed to protect the eyes from the damaging effects of UV rays and blue light. Its ingredients include 6 antioxidative carotenoids designed to maintain overall health.



100 pts.



MIRTO+

MIRTO+ combines the power of Super Lutein's 6 essential carotenoids with the superpower of MIRTOGENOL® and provides great antioxidant support to help reduce the effects of free radicals at the cellular level.

150 pts.



SUPER EUGLENA

Super Euglena supports healthy digestion with paramylon ARX that removes unwanted substances. It also boosts immunity with 59 types of nutrients, and provides a balanced gut microbiome that far surpasses the effects of probiotics.

100 pts.

World Renowned Products

A skincare lineup unlike any other

AURAGE

AURAGE offers intensified care for the skin, with a unique anti-aging formula that helps to protect you from skin damage and enhances natural beauty that rivals studio-grade beauty products containing ingredients such as cat's claw for its antioxidative effects on the skin. Using organic plant and natural extracts with modern nano-technology, AURAGE infuses essential ingredients to rejuvenate the skin for a radiant, youthful-looking complexion.



Additive-free, fragrance-free formula!



100 pts.

LIFTANT

LIFTANT Firming Serum is a new special skincare product that gives firmness, elasticity, and radiance, all while taking beauty to new heights. Thanks to 5 specially-fermented ingredients, LIFTANT targets the troubling signs of aging. Luxuriously formulated to nourish your skin, LIFTANT restores the confident sensation of a taut, contoured visage.

2. Registration Opportunities

Benefits

	AFFILIATE	PREFERRED CUSTOMER	RETAIL CUSTOMER
Enjoy NPUSA Products	■	■	■
Access to Customer Service Support	■	■	■
In the Matrix	■	■	
Can upgrade to Affiliate	No need to upgrade!	■	
Autoship option	■	■	
Join with 6M or 12M subscriptions	■	■	
Enjoy exclusive product discounts	\$20.00 OFF retail	\$10.00 OFF retail	
Participation in the NPUSA Business Plan Program	■		
Participate & qualify for the ELEVATE Program	■		
Access to all the features of the NPUSA Back Office	\$30.00 Annual Renewal		
Receive your own marketing site	■		
Opportunity to subscribe to NP Fan'sTV (only \$7/mo or \$60/yr)	■		

This chart offers a comparison of the 3 ways to join NPUSA. As an Affiliate, you can enjoy NPUSA products at the best available price and you have the opportunity to earn income in the NPUSA Compensation Program.



Special Offers

Affiliate & Preferred Customer Upgrade Plans

The **6M (6-Month)** & **12M (12-Month)** Plans are special offers that are available only to Affiliates and Preferred Customers. Both plans grant gift points that can be redeemed for free product(s).

Head to the appendix section for more details on redeemable products.

If you sponsor someone to join either plan, then that person will count as one "Active" Personally Sponsored Person (PSP) for the duration of the plan.



SUPER LUTEIN



IZUMIO

MIRTO+



SUPER EUGLENA



6M Plan

Purchase & receive a 6 month supply of any one product* of your choice and maintain **Active** status for 6 months!

- ▶ Buy 6 products to be Active for 6 months, and receive the products all at once!
- ▶ Earn gifts of equal or lesser value!
- ▶ \$60 Retail Profit paid to Affiliate Sponsor (\$10 × 6)

*with the exception of Aurge Cleansing Plus

Special Offers

Affiliate & Preferred Customer Upgrade Plans

12M Plan

(IZUMIO excluded)

Purchase & receive a 12 month supply of any one product* of your choice and maintain **Active** status for 12 months!

- ▶ Buy 12 products and be Active for 12 months, and get the products all at once!
- ▶ Earn gifts of equal or lesser value!
- ▶ \$120 Retail Profit paid to Affiliate Sponsor (\$10 × 12)

*with the exception of Aurge Cleansing Plus
Note: 12M products does not include IZUMIO.



CLEANSING PLUS

AURAGE
Cleansing Plus

RICH FORMULA

AURAGE
Rich Formula

GRACIOUS CREAM



LIFTANT

LIFTANT
FIRMING SERUM

uses the power of nature to
strengthen your body and
a pleasant feeling from within.

6M & 12M Terms

The 6M & 12M Plans are not available to Retail Customers. Unlimited amount of 6M/12M upgrade plans available during the life of BC001 is subject to verification. All gift points must be used during the checkout process. Gift points and/or gift point balances cannot be accumulated.

Shipment dates of 6M/12M upgrade plans are based upon the Registration Anniversary Date. 6M/12M for other Base Centers applicable to new/initial purchase only. A new upgrade of any product must be applied anytime after the end of a previous 6M/12M term.

**Additional program process details are explained on the program flyer located in the Affiliate NDS Back Office.*

Two Simple Rules

Follow these rules to Qualify:

Once qualified, Affiliates can begin accumulating points to get paid through the NPUSA Business Plan. To qualify, here are two simple rules to follow each month:

1. **BE ACTIVE** by purchasing products worth 100 pts or more
2. Maintain one **ACTIVE PSP**

POINTS EARNED FOR EACH PRODUCT

100 pts.	SUPER LUTEIN
100 pts.	IZUMIO
150 pts.	MIRTO+
100 pts.	SUPER EUGLENA
50 pts.	AURAGE CLEANSING PLUS
100 pts.	AURAGE GRACIOUS CREAM
100 pts.	AURAGE RICH FORMULA
100 pts.	LIFTANT

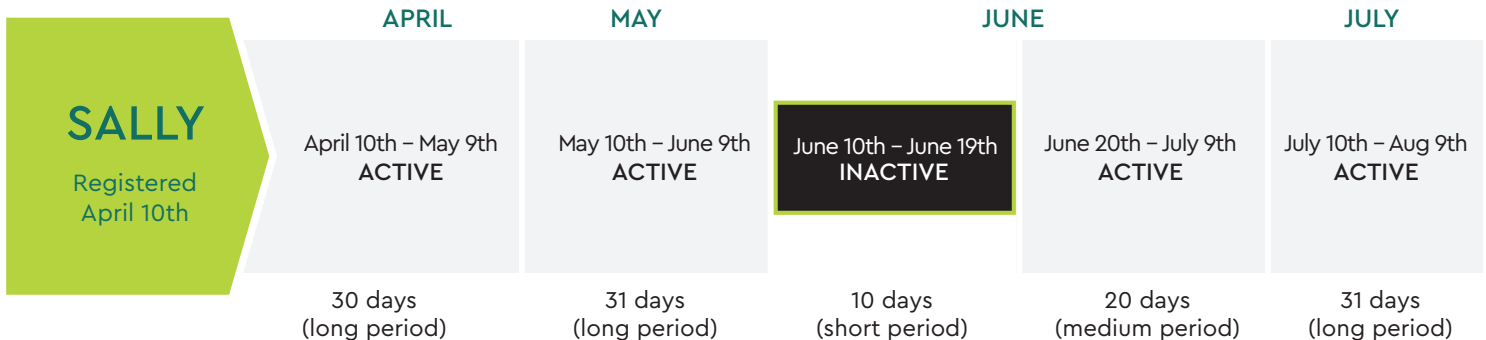
IMPORTANT: If you are inactive, you will NOT accumulate points!

1. Be Active

Personal Product Purchase (Super Lutein, IZUMIO, MIRTO+, Super Euglena and select skincare products 100 pts+).

EXAMPLES

- ▶ Sally registers on April 10th and is on *Autoship*.
- ▶ Sally is now "ACTIVE" from April 10th.
- ▶ Sally decides to turn off *Autoship*.
- ▶ Sally misses making a purchase for June and becomes "INACTIVE".
- ▶ Sally is now "INACTIVE" from June 10th (Sally's monthly registration anniversary date).
- ▶ Sally makes a purchase of 100 points or more on June 20th, she becomes "ACTIVE" from the purchase date to the day before the next registration anniversary date.
- ▶ If Sally is back on *Autoship*, she will remain "ACTIVE"



2. Maintain One ACTIVE PSP

Have one active Personally Sponsored Person (PSP) or Preferred Customer (PF)



Opportunities

Your choices open you towards a life of financial comfort and freedom.

Naturally Plus is quickly spreading around the world, and the force behind it is people **just like you.**

People find that our products and membership are beneficial for promoting a life of good health and personal wealth.

This Business Plan includes eight commission programs (of which 5 are based on national-pooled commissions) especially designed to reward members for their efforts. You can also qualify for amazing opportunities such as receiving percentages of total product sales in the USA.

It's all achievable by anyone, and **that means you!**



Simple and Effective Business Plan

8

Exciting Commission Programs



Rewarding Destination Events: Incentive Trips and Conventions

**The Incentive Events & Conventions take place at the discretion of NPUSA, and the combination of which may not always be available on any given year.*



Now that we've explained various ways to join NPUSA, let's take a look at what Affiliates need to do in order to qualify. Affiliates who qualify can accumulate Points and get paid by the NPUSA Compensation Plan. The following terminology will help you understand the process to qualify.

01 Active

The state of having a Valid Period.

02 Active Customer

A personally sponsored Retail, Preferred Customer, or an End-User Affiliate that is Active.

03 Personally Sponsored Person (PSP)

A personally sponsored Preferred Customer, Affiliate, or Base Center.

04 Active PSP

A personally sponsored Preferred Customer, Affiliate, or Base Center that is Active.

05 Autoship

A scheduled monthly product delivery based and shipped on the registration date.

06 Closing Date

Every Friday (Midnight) PST.

07 Downline

Someone you have in your group/organization.

08 Registration (Anniversary) Date

The recurring day of the month when an Affiliate signed up with NPUSA.

➡ *Ex: June 15th, 2023. From now on, your registration anniversary date is the 15th of every month.*

09 Upline

Someone who has you in their group/organization.

10 Valid Period

▶ Autoship

One-month period on a rolling calendar based on the Registration Date, ending one day prior to the next monthly registration date.

➡ *Ex: June 15th – July 14th*

▶ Late Purchases

Made after the month's Registration Date will shorten the Valid Period.

➡ *Ex: If that month's Registration Date is June 15th and the customer orders on June 18th, then the Valid Period will be shortened. It will start on June 18th and end on July 14th.*

11 Weekly Calculation Period

Commissions produced during the week are closed on Friday, calculated, and processed for payment to Affiliate on the 2nd Wednesday from the Closing Date.

➡ *Subject to change due to holidays or corporate office closures.*

Business Plan Appendix



Advanced Methods and
General Knowledge Base
for NPUSA Affiliates



5. Commission Programs

Eight Commission Programs

The 8 Commission Programs

The eight commission programs designed to get you off and running.

1. Retail Profit
 2. Day Cycle Bonus
 3. Leadership Bonus
- *The Five Bonuses that share a percentage of total NPUSA sales*
4. Frontier Bonus
 5. Spirit Bonus (Option 1 & 2)
 6. Upper Spirit Bonus
 7. Grand Spirit Bonus
 8. Star Bonus
- *Three Pinnacle Recognition Achievements*
- ↳ Summit Achiever
CFC Achiever
Million Dollar Earner (MDE)



PROSPERITY

6. Commission Programs

Binary Structures

Build **Two** Teams!

Be sure to have a **Left Team** and a **Right Team** so you can qualify for NPUSA's Compensation Plan.



What is a Binary Structure?

The binary structure is defined as a Network Marketing compensation plan that consists of two teams or lines (left team and right team) under every Affiliate. Upon adding team members, a binary structure gets formed.



Placement Rules

Default Placement Rules

Leaving placement up to the system's automatic selection process is set up by filling the left team first, continuing on with the right team thereafter and so on.

- ▶ If both teams have the same number of positions filled, the Left Team is automatically selected.
- ▶ Determine the Level closest to the Sponsor that has available positions.
- ▶ If there are multiple positions available in the same Level, the position with the smallest number will be automatically selected.
- ▶ Each Level will be filled before moving to the next Level when using default placement.

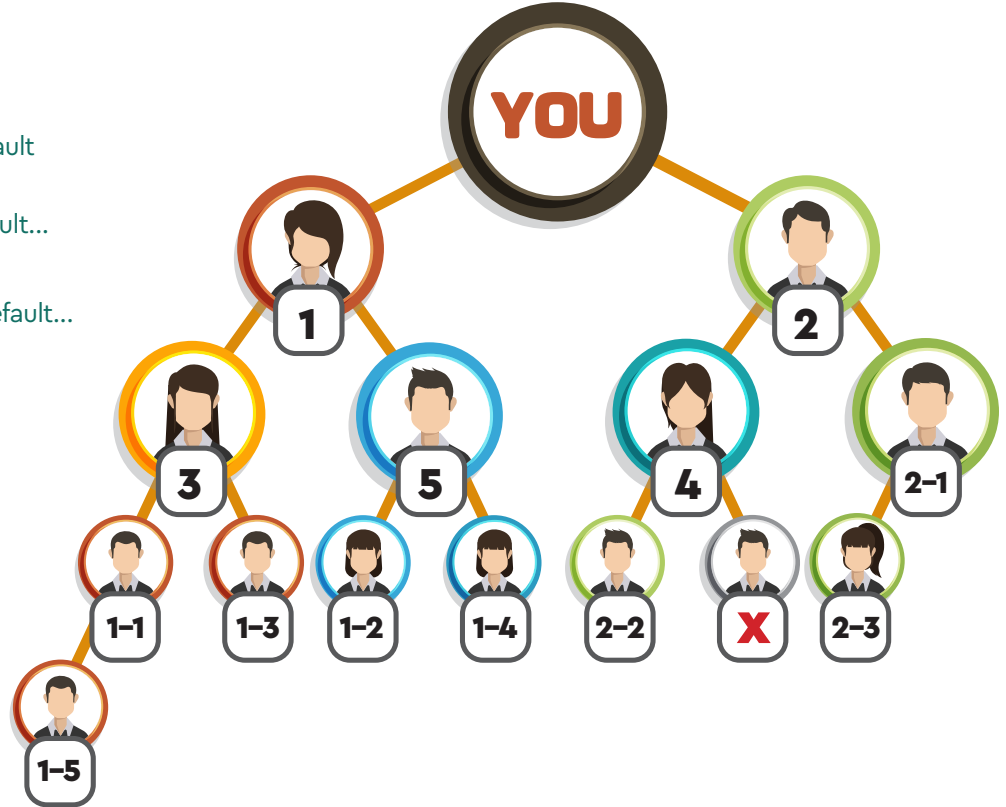


Placement Rules

Placement Examples

EXAMPLES

- ▶ **Example #1: "If"**
You sponsor five friends using default
- ▶ **Example #2: "Then"**
(1) sponsors five friends using default...
- ▶ **Example #3: "Then"**
(2) sponsors three friends using default...
- ▶ **Example #4: "Then"**
You sponsor "X" using default...



Placement Rules

Manual Placement Rule

If you want to use manual placement, you will need to use Sponsoring Setting.

All from the sponsors' perspective



Retail Profit

Earn the Difference from Customer Purchases

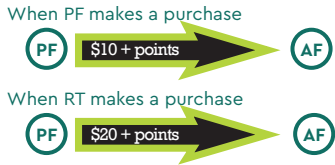
Calculated Weekly

The Retail Profit Bonus is the easiest part of the Business Plan to understand. It's similar to the transactions you have with a typical retailer, and embodies the low-risk, revolutionary NPUSA business model. Thanks to the Internet, this retail opportunity offers your customers convenience, flexibility and simplicity. Hence, this retail bonus is the simplest and most organically earned.

REWARD: \$10-\$20 plus points

- ▶ For every product purchase made by Retail & Preferred Customers, the sponsoring Affiliate can earn the difference.

- AF** AFFILIATE
- PF** PREFERRED CUSTOMER
- RT** RETAIL CUSTOMER



Product purchases made by Retail or Preferred Customers are completed through your Marketing Site or their (Preferred Customer's) Back Office.

PLACEMENT

- ▶ Only Affiliates and Preferred Customers are placed in the matrix.

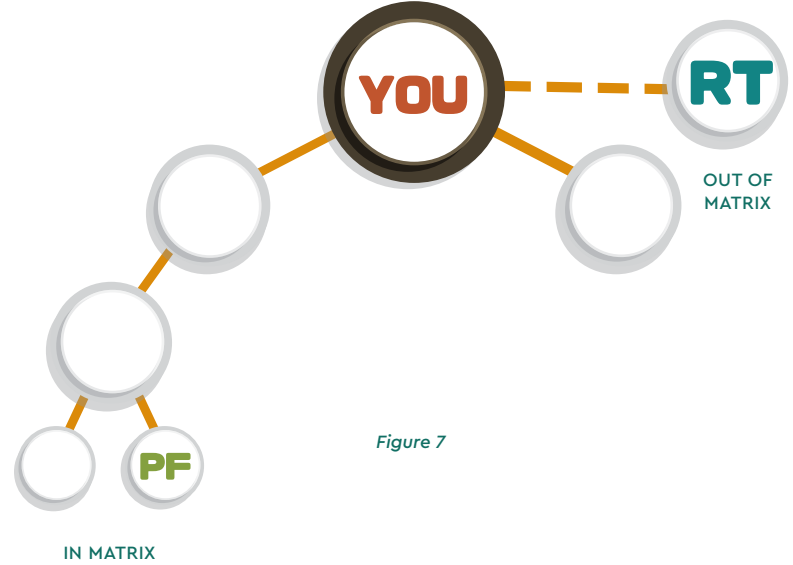


Figure 7



Day Cycle Bonus

A Pay Day Every Week With This Bonus Structure

Calculated Daily & Closed Weekly

At first glance, the Day Cycle Bonus may seem complicated, but it's easier to understand than you might think. Essentially, this reward structure pays you a \$50 increment (up to \$24,000 per month) after you achieve a threshold. The "threshold" means that you have accumulated the necessary Points to receive a \$50 payment.

REWARD: \$50 each threshold

- ▶ Earn \$50 for accumulating the required Points in each Team (Left & Right).
- ▶ The first \$50 is earned by accumulating 400P in each Team.
- ▶ \$50 is earned thereafter by accumulating 300P in each Team.
- ▶ If Active PSP is one, after accumulating up to 1300P in each Team (Half Cycle), you start over by accumulating 400P for the next \$50.
- ▶ If Active PSP is more than two (2), \$50 earned for each 300P per Team until 2500P have been reached (Full Cycle).
- ▶ Paid second Wednesday from Closing Date. (Commissions are calculated and processed for Payment the 2nd Wednesday).

REQUIREMENTS

- ▶ Be Qualified

▶ BOTH Teams accumulate the necessary Points for payout.

Left Team	Right Team	Pay Per Achievement	Total Paid	
400P	400P	\$50	\$50	
700P	700P	\$50	\$100	
1,000P	1,000P	\$50	\$150	
1,300P	1,300P	\$50	\$200	HALF CYCLE
1,600P	1,600P	\$50	\$250	
1,900P	1,900P	\$50	\$300	
2,200P	2,200P	\$50	\$350	
2,500P	2,500P	\$50	\$400	FULL CYCLE

Figure 8

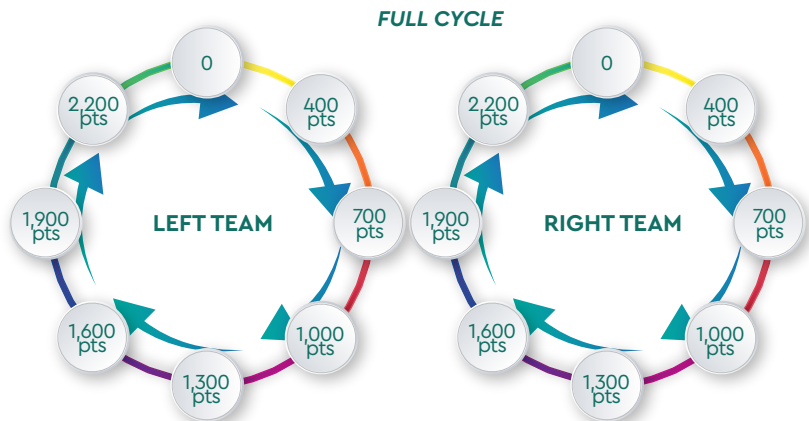
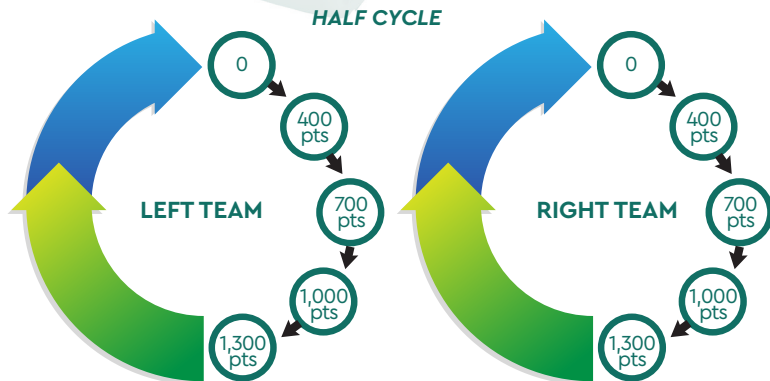
Day Cycle Bonus Summary

As you get the hang of the Day Cycle Bonus, you will need to keep a closer track of who is buying Product on which day of the week. The bonus is calculated daily, so to maximize your earnings, you will want to distribute each product purchase as evenly as you can throughout the week.

Number of Active PSPs	Max Points Paid Out Per Day	Max Payable Per Day	Max Points That Can Be Carried Over Per Day
0	0	0	0
1	1,300P	\$200	2,600P
2	2,500P	\$400	5,000P
3 or more	5,000P	\$800	10,000P

In order to carry over any previous points, you must maintain at least one active PSP for each entire month and/or term (every day).

IMPORTANT: You need 1 PSP to get points. But if you want to achieve the Full Cycle, you need to have 2 PSPs.



Leadership Bonus

Helping Others Helps You Achieve More

Calculated Daily & Closes Every Friday

Every time one of your PSPs achieves a Full Cycle, that PSP receives a total of \$400. That is \$50 multiplied by those eight Thresholds that the PSP reaches during the Full Cycle. As a result, you then receive a bonus! For each Full Cycle attained by your PSP, you get a payment equal to 25% of that \$400. In other words, you get \$100 each time your PSP achieves a Full Cycle.

REWARD: \$100

- ▶ Receive a bonus of 25% for each Full Cycle achieved by your PSP.
- ▶ Paid every second Wednesday from closing date (*note: unless this Wednesday falls on a federally-observed holiday, then the payment will be on the second Thursday*).

REQUIREMENTS

- ▶ Be Qualified
- ▶ A PSP achieves a Full Cycle

$$\text{PSP} + \text{FULL CYCLE} = \text{YOU} \ \$100$$

EXAMPLES

- | | | | |
|---|----------------|-------|---------------|
| A | \$400/Month | ▶ 25% | \$100/Month |
| B | \$4,000/Month | ▶ 25% | \$1,000/Month |
| C | \$2,000/Month | ▶ 25% | \$500/Month |
| D | \$24,000/Month | ▶ 25% | \$6,000/Month |



Frontier Bonus

Grow Your Group & Share in Total NPUSA Product Sales

Closes on the Last Day of each Month & Paid on the Third (3) Wednesday Following the Closing Month

As a new member, you can earn a percentage of total NPUSA product sales! If you have 10 Active PSPs on the last day of a given month, you earn a 1% share of the Frontier Bonus pool. (This pool is based on total NPUSA product sales).

REWARD: One Share of 1% of One Month Total NPUSA Product Sales

- ▶ The bonus is awarded in terms of shares (10 Active PSPs equaling one share)
- ▶ Achieve multiple shares depending on number of Active PSPs
- ▶ *This bonus closes on the last day of a calendar month*

CALCULATIONS:

$$\frac{\text{Total Points produced by NPUSA product sales of the month} \times 1\%}{\text{Total number of Frontier Bonus shares achieved}} \times \text{Number of Your Shares Achieved}$$

- 100 Points awarded for purchase of each Bottle of SUPER LUTEIN or box of IZUMIO
- 150 Points awarded for purchase of each bottle of MIRTO+
- (50 Points distributed to Line with lesser Point Activity)

REQUIREMENTS

- ▶ Be qualified throughout the one month period
- ▶ Have 10 Active PSPs on the last day of the given month (checked on the last day of the given month)



FIVE BONUSES OFFER PERCENTAGES OF TOTAL NPUSA PRODUCT SALES

- ▶ Frontier Bonus
- ▶ Spirit Bonus
- ▶ Upper Spirit Bonus
- ▶ Grand Spirit Bonus
- ▶ Star Bonus

Spirit Bonus

Spirit Bonus *Option One*

Share the Spirit (Calculated Bi-monthly)

The NPUSA Business Plan is unique because it rewards teamwork. When your team members succeed, you earn more income. The Spirit Bonus gets calculated every two months. You can achieve it by helping five members (of which one must be a PSP) per Line reach a Full Cycle during the two-month period. You also need to maintain two Active PSPs during the entire two-month period.

REWARD: One Share of 1% of Two Months Total NPUSA Product Sales

- ▶ A bonus calculated bi-monthly (Odd-Even months) by helping your members achieve a Full Cycle
- ▶ Closes every even month (February, April, June, Aug, etc.)
- ▶ Paid on the fourth Wednesday following the closing month

CALCULATIONS:
$$\frac{\text{Total Points from NPUSA product sales (two months)} \times 1\%}{\text{Total number of members qualifying for Spirit Bonus}}$$

REQUIREMENTS

- ▶ Be qualified throughout the two-month period
- ▶ Five positions in each leg to achieve Full Cycle during the two-month period of which one is a PSP
- ▶ You will need 1 PSP to complete a Full Cycle (from one of the teams)

- ▶ Maintain two Active PSPs throughout the two-month period
- ▶ At least half of the sales value generated to qualify for the bonus must be generated from United States based sales
- ▶ Bonus will be paid out after NPUSA has reviewed the sales data and confirmed that at least 50% of the sales volume was derived from the United States based sales.



Figure 11

Spirit Bonus

Spirit Bonus *Option Two*

Share the Spirit (Calculated Bi-monthly)

The NPUSA Business Plan is unique because it rewards teamwork; when your team members succeed, you earn more income. The Spirit Bonus *Option Two* gets calculated every two months. You can achieve it by maintaining 20,000 Points in both your Left and your Right Lines. Additionally, you need one PSP to reach a Full Cycle and need to maintain two Active PSPs during the entire two-month qualification period.

REWARD: One Share of 1% of Two Months Total NPUSA Product Sales

- ▶ A bonus calculated bi-monthly (Odd-Even months) by helping your members achieve a Full Cycle
- ▶ Closes every even month (February, April, June, Aug, etc.)
- ▶ Paid on the fourth Wednesday following the closing month

CALCULATIONS:
$$\frac{\text{Total Points from NPUSA products sales (two months)} \times 1\%}{\text{Total number of members qualifying for Spirit Bonus}}$$

REQUIREMENTS

- ▶ Be qualified throughout the two-month period
- ▶ 20,000 Points on both your Left and Right Teams
- ▶ Maintain two Active PSPs throughout the two-month period in which one must maintain a Full Cycle.

- ▶ At least half of the sales volume generated has reviewed the sales data and confirmed that at least 50% of the sales volume was served from United States based sales.
- ▶ Bonus will be paid out after NPUSA has reviewed the sales data and confirmed that at least 50% of the sales volume was derived from United States based sales.

SHARE 1%



Figure 12

Spirit Bonus

Upper Spirit Bonus

Add Another Percentage of NPUSA Product Sales

You qualify for the Upper Spirit Bonus by achieving the Spirit Bonus three times, over three consecutive two-month periods. At the start of the fourth two-month term, you will earn the Upper Spirit Bonus each time you achieve the Spirit Bonus.

REWARD: One Share of 1% of Two Months Total NPUSA Product Sales

- ▶ Qualify for the Upper Spirit Bonus by achieving the Spirit Bonus three consecutive times
- ▶ After qualifying, earn the Upper Spirit Bonus every time you achieve the Spirit Bonus
- ▶ Closes every even month (Feb, April, June, Aug, etc.)
- ▶ Paid on the fifth Wednesday following the closing month

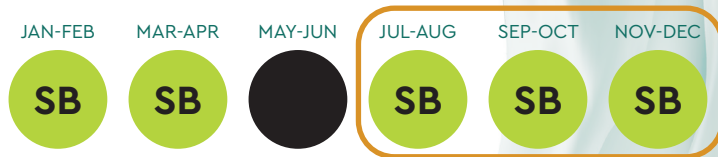
CALCULATIONS:

$$\frac{\text{Total points from NPUSA product sales (two months)} \times 1\%}{\text{Total number of members qualifying for Upper Spirit Bonus}}$$

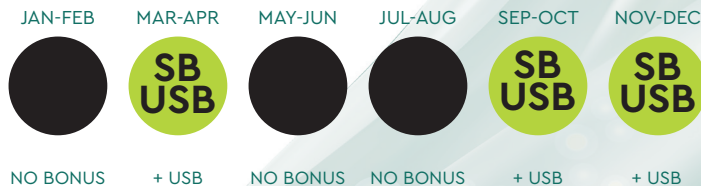
REQUIREMENTS

- ▶ Be qualified throughout the two-month period
- ▶ Achieve Spirit Bonus consecutively three (3) times to qualify

- ▶ Achieve the Spirit Bonus after qualifying for Upper Spirit Bonus
- ▶ At least half of the sales volume generated has reviewed the sales data and confirmed that at least 50% of the sales volume was served from United States based sales.
- ▶ Bonus will be paid out after NPUSA has reviewed the sales data and confirmed that at least 50% of the sales volume was derived from United States based sales.



Bonus not achieved in May-June, but achieved for 3 consecutive periods thereafter.
The Affiliate qualified for the Upper Spirit Bonus in Nov-Dec.
Earn Upper Spirit Bonus every time Spirit Bonus is achieved thereafter.



Note: SB (Spirit Bonus) PLUS USB (Upper Spirit Bonus)

Spirit Bonus

Grand Spirit Bonus

Another Percentage of NPUSA Product Sales

Affiliates who qualify for the Grand Spirit Bonus have already achieved two others — Spirit and Upper Spirit! Each bonus earns you a share of 1% of total NPUSA product sales, so by reaching Grand Spirit you would get three shares of 1% of total NPUSA product sales, every two months! To qualify for Grand Spirit Bonus, achieve the Spirit Bonus six times, over six consecutive two-month periods.

REWARD: One Share of 1% of Two Months Total NPUSA Product Sales

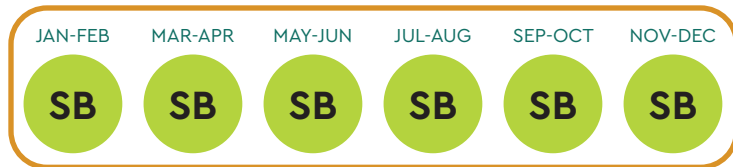
- ▶ Qualify for the Upper Spirit Bonus by achieving Spirit Bonus six consecutive times
- ▶ After qualifying, earn the Grand Spirit Bonus every time you achieve the Spirit Bonus
- ▶ Closes every even month (Feb, April, June, Aug, etc.)
- ▶ Paid on the sixth Wednesday following the closing month

CALCULATIONS:
$$\frac{\text{Total points from NPUSA product sales (two months)} \times 1\%}{\text{Total number of members qualifying for Grand Spirit Bonus}}$$

REQUIREMENTS

- ▶ Be qualified throughout the two-month period
- ▶ Achieve Spirit Bonus consecutively six (6) times to qualify

- ▶ Achieve the Spirit Bonus after qualifying for Grand Spirit Bonus
- ▶ Bonus will be paid out after NPUSA has reviewed the sales data and confirmed that at least 50% of the sales volume was derived from United States based sales



Spirit Bonus achieved for all six consecutive periods.
The Affiliate qualified for the Grand Spirit Bonus in Nov-Dec.
Earn Grand Spirit Bonus every time the Spirit Bonus is achieved thereafter



Figure 14

Note: SB (Spirit Bonus) PLUS USB (Upper Spirit Bonus) PLUS GSB (Grand Spirit Bonus)

Star Bonus

Produce Spirit Achievers in your Group & Earn a Percentage of NPUSA Annual Product Sales

Calculated Bi-Monthly, & Closes Annually at the End of August

As guaranteed, teamwork is rewarded and that is no different under the Star Bonus. Earn a piece of 0.2% of total NPUSA product sales based on the number of Star Points accumulated. Star Points are based on the number of Spirit Achievers you have in both Teams.

REWARD: 0.2% of Total NPUSA Product Sales from September to August

- ▶ Help your Members achieve the Spirit Bonus and collect Star Points.
- ▶ The more Star Points you achieve, the greater the number of shares you can earn.
- ▶ Star Points are earned according to the chart, "Star Accumulation".
- ▶ Paid the second Wednesday of December.

CALCULATIONS:

$$\frac{\text{Total Points from USA product sales (one year)} \times 0.2\%}{\text{Total number of Star Points produced in NPUSA (Sept-Aug)}} \times \text{Your number of Star Points (Sept-Aug)}$$

REQUIREMENTS

- ▶ Be qualified throughout the two-month period.

- ▶ Achieve Spirit Bonus.
- ▶ Maintain 10 Active PSPs (aka achieve Frontier Bonus) throughout the two-month period.
- ▶ One PSP Achieves Full Cycle in both the Left and Right Teams or three (3) in one Team.
- ▶ Bonus will be paid out after NPUSA has reviewed the sales data and confirmed that at least 50% of the sales volume was derived from United States based sales.

STAR ACCUMULATION CHART	
1 Star	Each Line has 1 Spirit Bonus Achiever
3 Star	Each Line has 3 Spirit Bonus Achiever
5 Star	Each Line has 5 Spirit Bonus Achiever
7 Star	Each Line has 7 Spirit Bonus Achiever
9 Star	Each Line has 9 Spirit Bonus Achiever
12 Star	Each Line has 12 Spirit Bonus Achiever

STAR BONUS MISC. INFORMATION	
▶	Calculated from Sept. 1 ST – Aug. 31 ST
▶	Member status based on highest Star achieved during the year.

Figure 15

Two Pinnacle Recognition Achievements

1. Summit Achiever

The moment your commissions award you \$10,000+ in any given month (or \$100,000 a year), you will be considered a Summit Level Achiever.

2. CFC (Continuous Full Cycle)

When each of your Teams have twelve (12) Spirit Achievers OR earning \$800 every day from the Day Cycle Bonus.



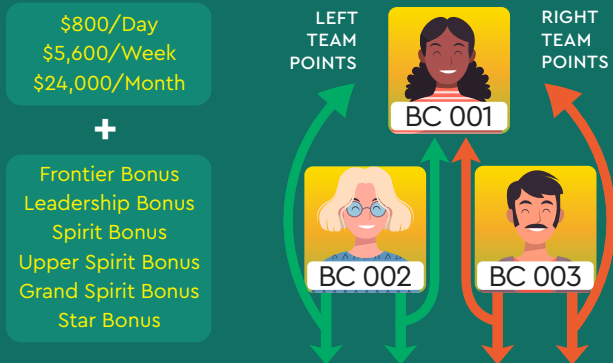
7. Maximize Your Earnings

The Power of Base Centers

Maximize Your Earnings with Additional Base Centers

Any qualifying Base Center that you personally sponsor counts towards earning bonus rewards. Maximize Day Cycle Bonus rewards by maintaining three (3) Base Centers! Place your product purchase for personal use in the most strategic position, and you can increase potential earnings. Your upline can coach you to make the most of this powerful tool, so you can start earning rewards as soon as possible.

► Maximize Your Day Cycle Bonus



The Power of Base Centers

Your Potential Rewards

Maximize Your Earnings with Three Base Centers

NPUSA's Business Plan rewards teamwork, and you can increase your earning potential and rewards by arranging your team accordingly. With three Base Centers, you can more than double your results for the same volume! If you've earned the maximum number of Points with your current Base Centers, you can open an additional Base Center. Earn more than triple your results for the volume of two Base Centers.



MAXIMIZE YOUR DAY CYCLE BONUS IN THREE BASE CENTERS

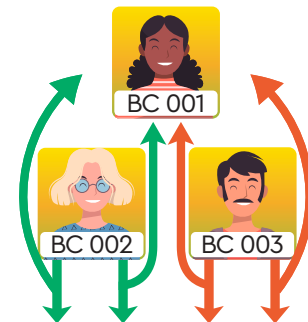
\$800/Day
\$5,600/Week
\$24,000/Month

+

Frontier Bonus
Leadership Bonus

+

Spirit Bonus **X3**
Upper Spirit Bonus **X3**
Grand Spirit Bonus **X3**
Star Bonus **X3**



8. The Success Cycle

Seven Steps

Seven Steps to Your Dream Goal

Your Guide to Success!

Now that you've learned about the eight bonuses and power of the Base Centers, it's time for **action**. To get the best deal available, register with the 12M Plan. To stay active, join the Autoship Program. To begin accumulating points and growing both Lines, share your story and encourage your team members to do the same.

And remember, your Uplines are a resource to help you succeed.



Make the effort to attend NPUSA in-person + online events AND commit to go to the NPUSA CONVENTION

9. Income Disclosure Statement

Global Earnings of Naturally Plus Worldwide

This Income Disclosure Statement on the next page (Pg. 35) represents **150 countries** of global earnings of the Naturally Plus Affiliates worldwide and provides high, low, and average income information. This information is relevant for Naturally Plus operations worldwide from March 1999 through August 2016.

NPUSA is the last chapter in a 20-year story of success. We're very proud of the results produced worldwide by the Naturally Plus Business Plan. More than 60,000 Affiliates have earned commissions! Also, age does not matter; Affiliate ages range from 19-97 years old.

NPUSA dedicates itself to its motto:
Live with Integrity.



INCOME DISCLOSURE STATEMENT

Naturally Plus Worldwide

Bonus Type	Income Earners (Annual)			Achievers		
	High	Average	Low	Number of Achievers	Youngest	Oldest
Affiliate	\$89,950	\$2,896	\$600	333,608	18	95
Frontier*	\$50,774	\$7,993	\$1,207	22,079	18	91
Spirit*	\$83,277	\$24,362	\$8,138	4,754	20	85
Upper Spirit*	\$65,722	\$23,309	\$10,081	2,769	24	78
Grand Spirit*	\$84,640	\$33,895	\$10,939	2,208	24	95
Star*	\$85,375	\$46,633	\$11,151	1,054	22	85
Summit	\$280,195	\$115,047	\$86,129	611	20	72
MDE	\$605,671	\$124,067	\$70,543	520	29	87
CFC	\$1,624,257	\$491,740	\$203,276	95	31	78

* Pooled Bonuses are individual and as Affiliates advance through bonus qualifications, amounts reflected are *in addition* to each new achievement level that is unlocked.



The above statistics reflect all compensation-bonuses and commissions from March 1999 to December 2022. Cash values of any prizes or incentive trips paid to Naturally Plus Affiliates are not reflected. Income paid in Japanese Yen has been converted to US dollars at the conversion rate of 1 USD = 139 JPY (current market rate). In the chart above, "Affiliate" denotes a Naturally Plus Affiliate who is qualified to earn a monthly commission, but has not earned the following bonuses: Frontier, Spirit, Upper Spirit, Grand Spirit, Star, Summit, Million Dollar Earner, or CFC. Affiliates who have not qualified to earn a monthly income are excluded and are considered to be Customers who purchase products for their own consumption at the Affiliate discounted rate. If a Naturally Plus Affiliate earns the Frontier Bonus or higher, then the chart above lists information for that individual's highest bonus or title. This chart excludes Retail-Only Customers and Preferred Customers. The youngest and eldest ages listed above represent the age of the Affiliates at the time of bonus achievement. Ages are provided for informational purposes only. Naturally Plus does not discriminate based upon age. Affiliate earnings in this statement do not necessarily represent income that a Naturally Plus Affiliate will earn by participating in the Business Plan. Individual success depends on specific skills, effort, and market conditions. Some of these factors may be outside of your control. Naturally Plus does not guarantee any level of income or your individual success.

10. Contact NPUSA

Get in Touch!



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*Note: We respond within 48
business hours. Please provide
Member ID and Full Name.*

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SHOP

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FAX

1-(702) 550-4101

HOURS

Customer Service: 9:30am – 5:00pm PST
Office: 9:00am – 5:00pm PST



SPONSOR'S NAME: _____

SPONSOR ID NUMBER (7 DIGITS): _____

SPONSOR BASE CENTER (3 DIGITS): _____

SPONSOR'S EMAIL: _____

NOTES:



NATURALLY PLUS USA



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