

Your Road to Freedom Begins with Our NuWealth™ Compensation Plan

The Ways We Earn

- 01 Retail Profits
- 02 First Order Bonus and Customer Acquisition Bonus
- 03 Team Cycles
- 04 Executive Matching Bonus
- 05 Blue Diamond Bonus Pool
- 06 Re-Entry Business Center
- 07 Diamond Rewards



How We Earn Money

01 Retail Profit

Marketing NuCERITY products directly to your customers is important to your business success. When you become a NuCERITY Distributor (see page number 7), you immediately receive a personal **Online Business Center**. From here you can order products at wholesale price for your personal use and to market. You can earn Retail Profit in two ways:

- Market products person-to-person at the suggested retail price from your own inventory and immediately earn the difference between wholesale and retail.
- Send customers directly to your NuCERITY website to make **online retail purchases**. We collect the funds, ship the product and send you the profits! The best part of all, your online storefront is open 24/7.

02 First Order Bonus and Customer Acquisition Bonus

As a Distributor, you earn a **one-time** First Order Bonus each time you personally enroll a **Distributor** with one of our product packs on the first order. Each time you enroll a new **Preferred Customer**[†], you earn a one-time Customer Acquisition Bonus of \$25.

When you set up your Autoship, you'll earn the highest First Order Bonus and also receive a First Order Bonus whenever one of your personally sponsored distributors enrolls a new distributor with a product pack.

First Order Bonus			
No Autoship *		On Autoship [‡]	
Product Pack	First Generation	First Generation	Second Generation
Presidential (350 CV)	\$75	\$250	\$50
Executive (175 CV)	\$50	\$125	\$25
Manager (75 CV)	\$25	\$50	\$10
Business Merchant Center (0 CV)	\$0	\$0	\$0

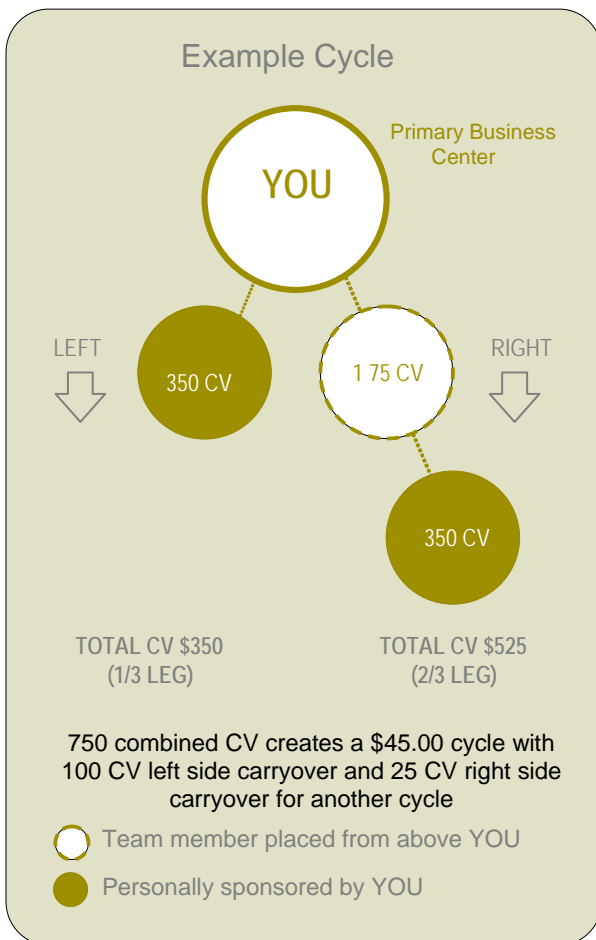
* Paid on first generation only.

[†] Preferred Customers receive discount pricing by participating in our One-Bottle Autoship Program of \$79.95.

[‡] Distributor Autoship qualification is based on a monthly purchase of \$129.90 (Two bottles) and monthly website maintenance fee.

03 Team Cycles

Team cycles are fundamental to building your residual income in the NuWealth™ Compensation Plan. You accomplish this by building Retail and Preferred Customers and by working with your downline to generate commissionable volume. Team cycles are paid based on an unlimited depth, binary structure comprised of two “legs”, left and right. When you enroll as a NuCERITY Distributor, your **business center** is positioned in one of your sponsor’s two legs.



Qualifications

To earn Team Cycles, you must first activate your business center by personally sponsoring two Distributors, one in your left leg, and one in your right leg. You now have earned your first promotion, to Associate!

Faster Cycle Advantage

Team Cycles are earned based on a one-third (1/3), two-thirds (2/3) CV total of 750. A **cycle** is earned every time your business center CV reaches 250 in one leg and 500 in the opposite leg. Each cycle earns \$45.00

Team Cycles can expand to the point where your CV cycles weekly, daily, hourly, or every minute as your binary tree reaches infinite levels. Your CV accumulates no matter how many levels deep your “legs” reach.

There is a maximum Team Cycle payout cap of \$12,500 per week.

Pay cycles are calculated daily and paid weekly.

04 Executive Check Match Bonus

Earn Executive Check Match bonuses on the Team Cycles of **BOTH LEGS** of team members you personally enroll and the team members they personally enroll through, up to eight **generations**. (Most binaries today only pay a matching bonus on one leg)

* See Rank Qualifications on page 7.

† Distributor Autoship qualification is based on a monthly purchase of \$129.90 (Two bottles) and monthly website maintenance fee.

This Executive Check Match bonus is based upon generations. When a distributor you personally enroll reaches the same rank as you, you receive the first generation bonus and they receive the remaining generational bonuses.

Example: Mike is Platinum. One of Mike's personally enrolled distributors, Sue, reaches Platinum - Mike earns the 30% matching bonus only on Sue. Sue earns the 5% second and third generation bonus. When Mike achieves Diamond rank (Sue is still Platinum), then Mike earns the 40% matching bonus AND 5% second, third, and fourth generation bonus.

SPONSORING Generations	SILVER	GOLD	PLATINUM	DIAMOND	BLUE	★★	★★★	★★★★
	ASSOCIATE	ASSOCIATE	ASSOCIATE		DIAMOND	BLUE	BLUE	BLUE
First Generation	10%	20%	30%	40%	50%	50%	50%	50%
Second Generation		5%	5%	5%	10%	10%	10%	10%
Third Generation			5%	5%	10%	10%	10%	10%
Fourth Generation				5%	10%	10%	10%	10%
Fifth Generation					10%	10%	10%	10%
Sixth Generation						5%	5%	5%
Seventh Generation							5%	5%
Eighth Generation								5%

Qualifications

To be eligible for Executive Check Match bonus, you must achieve the Silver Associate rank or above (See Rank Qualifications on page 7 for details).

Important Note: NuCERITY International **pays up to 50%** of the total, commissionable volume (CV) earned by the company every week. After the primary ways of earning in the NuWealth™ Compensation Plan are calculated for payout (such as First Order Bonus, Cycle Bonus, Customer Acquisition Bonus, and Blue Diamond Bonus Pool), remaining funds **up to the 50% total payout figure** are available to the matching bonus and then paid, along with other commissions earned for the week. If the 50% payout level is reached by the primary bonus types, the Executive Match wouldn't activate for that week.

* See Rank Qualifications on page 7.

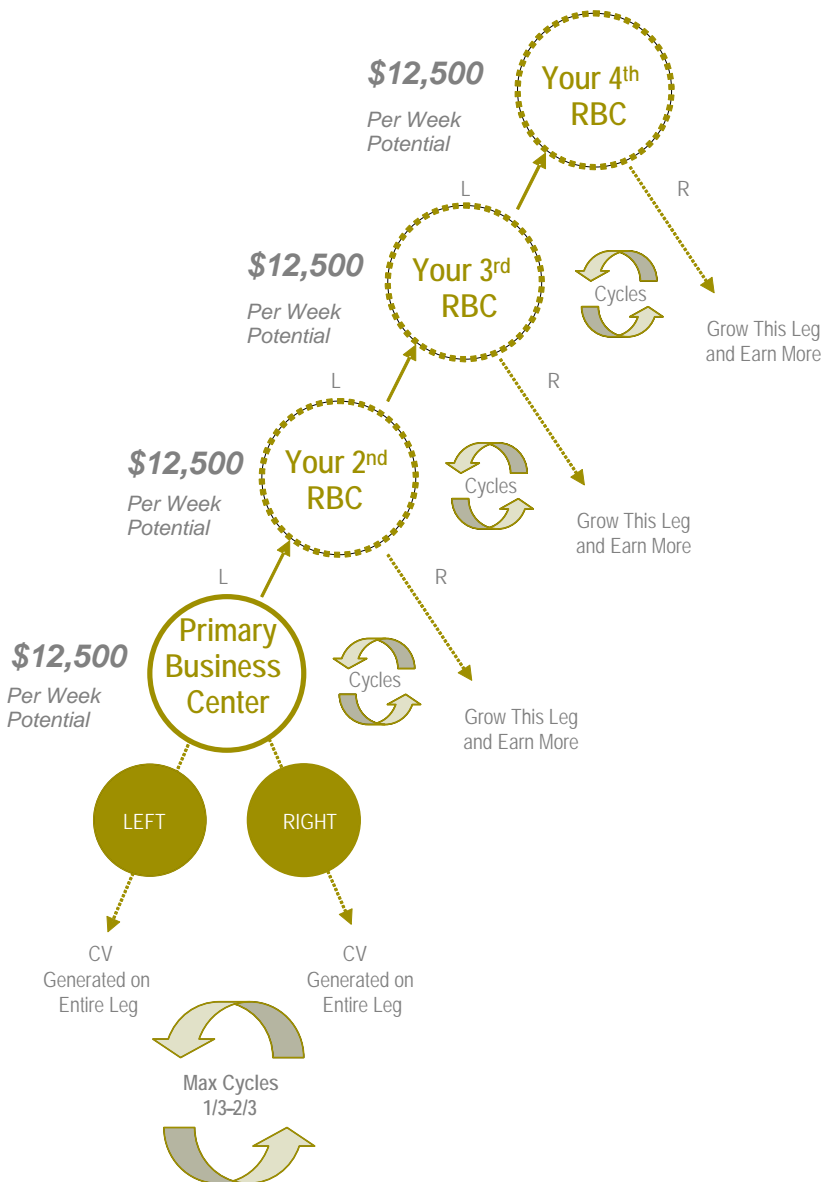
† Distributor Autoship qualification is based on a monthly purchase of \$129.90 (Two bottles) and monthly website maintenance fee.

05 Blue Diamond Bonus Pool

We have reserved 2% of our total *Company CV* for our elite group of Blue Diamond distributors and above. As a qualified distributor in this elite group, you may earn shares in the NuCERITY Leadership Pool based on our “paid as” rank as well as the volume generated through your personal enrollment tree legs.

06 Re-Entry Business Centers

As your NuCERITY business grows, you can potentially have a total of four business centers (your primary center at enrollment, plus three additional centers), with each potentially earning \$12,500 per week in team cycles.



You may initiate your second business center when you achieve Two Star Blue Diamond status, your third business center at Three Star Blue Diamond and your remaining fourth business center at Four Star Blue Diamond.

Your new business centers are placed consecutively above your first. This creates a dynamic power leg where you can immediately begin growing your new center and earning more income.

While additional business centers allow you to maximize your income earning potential, they are not required for you to advance within the NuWealth™ Compensation Plan.

07 Diamond Rewards*

JAGUAR
XF



Diamond

- Luxury Diamond Car Program
- Leadership Retreat

Blue Diamond

- \$2000 Travel Allowance
- Personal Documentary



Blue Diamond

- \$2500 Travel Allowance
- Two Star Diamond Ring



Blue Diamond

- \$3000 Travel Allowance
- Three Star Diamond Ring



Blue Diamond

- \$4000 Travel Allowance
- Four Star Diamond Ring

* You must be a NuCERITY Distributor in good standing, as defined in the NUCERITY Policies and Procedures, to be eligible for any Diamond rewards.

* In order to receive Blue Diamond rewards, a Distributor must qualify in any two weeks of the previous month.

Rank Qualifications

TITLE	MONTHLY QUALIFICATION	AUTOSHIP/CUSTOMER REQUIREMENTS	EARNING REQUIREMENTS ²
Distributor	Enrollment fee ¹ or Product Pack (one time)	Distributor Choice	None
Associate	Two personally sponsored active Distributors (one left and one right)	Personal Two-Bottle (129.90 CV)	None
Bronze Associate	A minimum of two personal enrollment tree legs and that includes one qualified Associate rank or above.	Personal Two-Bottle (129.90 CV)	Over \$250 per week
Silver Associate	A minimum of three personal enrollment tree legs and that includes two qualified Associate rank or above.	Personal Two-Bottle (129.90 CV) & 1 Preferred Customer	Over \$500 per week
Gold Associate	A minimum of four personal enrollment tree legs and that includes three qualified Associate rank or above.	Personal Two-Bottle (129.90 CV) & 2 Preferred Customers	Over \$2,000 per week
Platinum Associate	A minimum of five personal enrollment tree legs and that includes four qualified Associate rank or above.	Personal Two-Bottle (129.90 CV) & 4 Preferred Customers	Over \$4,000 per week
Diamond	A minimum of six personal enrollment tree legs and that includes five qualified Bronze Associate rank or above.	Personal Two-Bottle (129.90 CV) & 8 Preferred Customers	Over \$8,000 per week
Blue Diamond	A minimum of seven personal enrollment tree legs and that includes six qualified Bronze Associate rank or above.	Personal Two-Bottle (129.90 CV) & 12 Preferred Customers	Over \$10,000 per week
Two Star Blue Diamond	A minimum of eight personal enrollment tree legs and that includes seven qualified Bronze Associate rank or above.	Personal Two-Bottle (129.90 CV) & 14 Preferred Customers	Over \$12,500 per week
Three Star Blue Diamond	A minimum of nine personal enrollment tree legs and that includes eight qualified Bronze Associate rank or above.	Personal Two-Bottle (129.90 CV) & 16 Preferred Customers	Over \$18,000 per week
Four Star Blue Diamond	A minimum of ten personal enrollment tree legs and that includes nine qualified Bronze Associate rank or above.	Personal Two-Bottle (129.90 CV) & 18 Preferred Customers	Over \$25,000 per week

¹ \$45 or First Order Package (Presidential, Executive, Manager)

² Earning Requirements are based on Retail Profits, First Order Bonus, Customer Acquisition Bonus and Team Cycles

All references to income, implied or stated, through the NuCERITY Compensation Plan are for illustration purposes only. NuCERITY does NOT guarantee any level of income or earnings to any distributor. Earnings from the NuCERITY Compensation Plan solely depend on sales and each distributor's skill, ability, and personal application.

Disclaimer

Retail and preferred customers (end consumers) do not collect commissions in the pay plan, Customers do occupy a non-paying position in the pay plan and customer's commissionable volume is fed up to your business center. The example set forth in the chart on page 8 is intended only to explain the rank requirements of the compensation system which is driven by end consumer acquisition. These hypothetical examples are not representative of the income that a distributor will earn through his or her participation. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Successful results only come from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities. Retail face-to-face sales are encouraged and rewarded. Example: team members can purchase NuCERITY products at wholesale cost, sell them at the suggested retail price, and receive immediate retail profit.