



NERIUM[™]
INTERNATIONAL

Success Planner

United States



Welcome

to the Nerium family.

As a Brand Partner, your growth and success are important to Nerium International. We're committed to supporting you as you build your business on a very solid, proven path. Listen to the audio CDs in this planner several times during your first 30 days. In each, you'll find specific and fundamental activities – all designed to help you launch your business successfully!

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Our Mission

At Nerium, our mission is to make people better. Whether through products, personal development or philanthropy, if it doesn't improve lives, it's not Nerium.

That's why we take pride in offering real change, real opportunity and real results to our Brand Partners and customers. Read on to discover how you can leverage this and other tools to help us make a big difference! We are so glad you are on this journey with us.

Helping Others with Nerium

Share and sell our products

Nerium's innovative products have already helped hundreds of thousands of people reflect their youth and regain their confidence.

Tell others about our opportunity

Countless Brand Partners just like you have earned an iPad, Lexus Car Bonus, luxury vacations and part- or full-time incomes with Nerium. Most people only dream of achieving the financial stability and time freedom of owning their own business, but Nerium can make that dream a reality!

Get involved

Aside from high-impact products and a lucrative opportunity, Nerium also prides itself on making a difference in local communities. We seek to accomplish this goal through several partners who share our passion for making people better. Check out The Nerium Ripple Foundation section below for more information on how to get involved.

The Nerium Ripple Foundation

The Nerium Ripple Foundation is our philanthropic outreach program that promotes the idea of "Individually taking responsibility, collectively changing the world." Through this foundation, we partner with organizations that are experts in the work of making people better. These partners include:



To help Nerium make positive ripples around the world, contact RippleFoundation@Nerium.com. Learn more at NeriumRipple.org or facebook.com/neriumripplefoundation.

Nerium's Core Values

With a mission to make people better, we wanted to establish a culture up front that truly promoted this ideal. Our 10 core values have helped shape our culture. We strive to live and work by these values, and we hope everyone in the Nerium Family will, too. When you focus on personal growth first, you will be in the best position to help others!

Be Real.

At Nerium International, our mantra is real: getting real, being real, and creating real change. But we also want to attract genuine people who can be themselves and have fun.

Pursue Constant Development of Self.

No matter how successful or accomplished one might be, there are always more improvements to be made.

Encourage an Entrepreneurial Spirit.

Believe in your dreams enough to get outside your comfort zone. Remember to live life on your own terms.

Create a Positive Team Spirit and Family Atmosphere.

A positive spirit is a valuable asset, and we aspire to use it every day. For Nerium, the cliché “the family who plays together, stays together” is a way of life. We take our work seriously, but we are also a fun-loving family.

Be Determined.

In our business, it's important to stay the course. Our outlook is such that obstacles are only opportunities in disguise.

Practice Servant Leadership.

We believe that the best leaders are givers, not takers. We help each other and provide selfless service, because that's what a family does.

Slow Down to Go Fast.

Haste makes waste. Slow and steady wins the race. Get the job done right the first time. Quality over quantity. You get the idea.

Embrace and Drive Change.

We know it's important to stay one step ahead and continually evolve. Change is necessary for growth, as a business and as a person. So we will always seek new ways to grow and improve.

Dream Big and Act on It Daily.

Dreams consist of many smaller goals that can be acted upon daily. That's how Nerium International grows as a brand, and that's how we want our people to grow, too.

Have Fun and Help Others to Have Fun.

Nerium consists of real people with a can-do attitude who want to create real change. Having fun helps work not feel like work, which makes us more productive.

Build Your Business

At Nerium, Brand Partners have the opportunity to build a business on their terms, whether it be part time or full time, from home or on the go. They also have the option of choosing which products to offer potential customers. Most Brand Partners choose to market our entire product line.

Depending on your future Brand Partners' needs, they can either purchase the Basic Kit, which includes only marketing materials, or the Starter Pack, which includes product as well as all contents of the Basic Kit. With either the Basic Kit or Starter Pack, they can choose to purchase additional Action Packs of product to launch their business. The more product purchased, the greater the savings.

All Brand Partners will enroll with either the Basic Kit or Starter Pack, then choose their products and select the quantity. It's simple: they pick their path, pace and profit!

1. Enroll

BASIC KIT



- No product to share or sell
- Success Planner
- Basic marketing materials

STARTER PACK



- Contents of Basic Kit
- Product for inventory or personal use
- 30-day Nerium Edge subscription

2. Pick your Pace and Profits

Choosing one or more Action Packs gives you more inventory to help you acquire new customers. Each pack contains a specific amount of product. You may purchase up to 10 Action Packs at one time in any product combination within your first 30 days.



Night Cream
Action Pack



Day Cream
Action Pack



Night and Day
Cream Action Pack



Eye Serum
Action Pack



Contour Cream
Action Pack



EHT
Action Pack

Fast Start Plan

The first step to launching a successful Nerium business is to rank advance to Senior Brand Partner. Simply follow the steps below to jumpstart your Nerium success story!

To-Do List



Take "Before" photos of any areas on which you plan to use Nerium products



Create a Fast Start Game Plan with your upline support team



Complete New Brand Partner Training online by:



Start your new Product Prospecting Wait List (see page 11)



Conduct your first Real Results Party



Locate your first Regional Training event



Set up an optional Auto-Delivery Order (ADO) of Nerium product



Register for the 90-Day Nerium Skincare Challenge



Opt in to the Nerium Gives Back program

Get Connected

Plug into the rhythm of the company and stay connected to your upline and executive leadership team!

Corporate
Update Call

Tuesdays at 3:00 p.m. CT
Visit www.neriumcall.com
to connect.

Live Text Updates*

Text "REAL" to 59769 to receive
Nerium news on your phone.

Nerium University

Available each Monday in your
Online Business Center at 6:00 p.m.
in your time zone.

Your Upline Support Team

Name

Phone

Rank

Name

Phone

Rank

**Confirm your subscription to Nerium's text communication system in your Online Business Center.*

Rank Advance to Senior Brand Partner

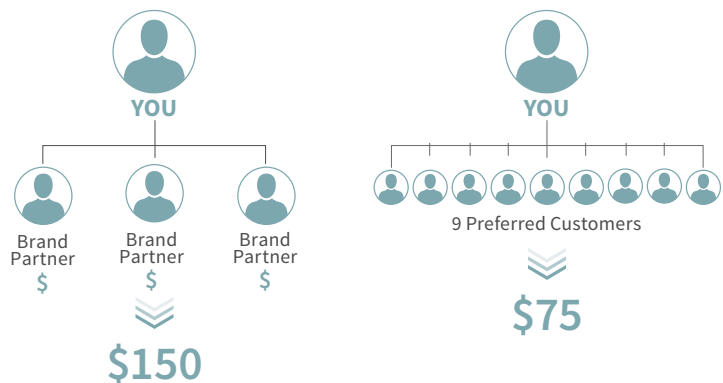
1. Find your “why”

What motivates you to passionately pursue your best life? Is it extra time with family? Extra income to pursue your hobbies? The hope of having a new car or sending your kids to the best schools? Take a few moments to define your “why” – be as specific as possible. Getting in touch with your “why” helps you stay focused and allows you to turn your dreams into reality!

2. Set your goal

Achieve Senior Brand Partner! Do this in your first 30 days and you’ll receive an EXTRA \$150 Fast Start Bonus. To qualify for this bonus, generate 500 PQV and personally enroll three new Brand Partners with a total of 2,000 QV.

You can also rank advance to Senior Brand Partner and Fast Start Qualify by acquiring Preferred Customers. In your first 30 days, enroll nine new Preferred Customers (PCs) totaling at least 1,000 ADV. You’ll earn a \$75 Fast Start Bonus!



3. Prepare for launch

Host your initial Real Results Party (RRP) right away! Review the Real Results Party Toolkit for tips and tricks on making your first party a resounding success. Make it your goal to have a second Real Results Party during your first two weeks. See page 30 for more information on Real Results Parties.

Date of RRP 1:

Date of RRP 2:

4. Master the exposure process

The best way to share Nerium is to share third-party tools with your friends, family and acquaintances. Leverage these resources and your support team to help build your business quickly!



5. Build your list

Your biggest assets are the people you know with whom you can share the Nerium message. Start your list right away. Use the Memory Jogger on page 6 for ideas then fill in your list on page 7. Leave the “Get 10 in Play Right Away” section blank at first. Once you’ve determined who your top 10 prospects are, place those names in the “Get 10 in Play Right Away” box – these should be the people with whom you are most excited to share Nerium.

ADV = Auto Delivery Volume
PQV = Personal Qualifying Volume
QV = Qualifying Volume

All commissions and bonuses defined in this document are paid in U.S. dollars.

Memory Jogger

Did you know that the average person has approximately 1,000 acquaintances? Use the categories below to help you prepare a list of approximately 100 people who you currently know or have met in the past. Don't try to gauge whether these people would be interested in Nerium's products or the Brand Partner opportunity. Begin building and contacting your list today!

Who do you know that is interested in anti-aging products for face, body and mind? Who do you know that wants to earn extra income, develop personally and professionally as leaders or join a thriving community of life changers?

Who do you know?

FAMILY AND FRIENDS

Aunt
Best Friend
Best Man
Bridesmaid
Brother
Brother-in-law
Cousin
Co-worker
Father
Father-in-law
Grandfather
Groomsman
Maid of Honor
Mother
Mother-in-law
Neighbor
Nephew
Niece
Parent
Sister
Sister-in-law
Uncle
Others...

PROFESSIONALS

Accountant
Air Force
Ambulance Driver
Animal Trainer
Antique Dealer
Appliance Sales
& Repair
Architect
Army
Auctioneer

Auto Mechanic
Auto Supplier
Babysitter
Baker
Banker
Barber
Beautician
Body Repair
Bookkeeper
Boss
Business Owner
Cab Driver
Cabinet Maker
Caddy
Car Sales
Carpenter
Cashier
Caterer
Chef
Chiropractor
Coach
Coast Guard
Computer Repairs
Computer Sales
Contractor
Counselor
Credit Union
Customer
Dancer
Dentist
Department Store
Designer
Doctor
Dry Cleaner
Editor
Electrician

Engineer
Esthetician
Entrepreneur
Eye Center
Farmer
Fireman
Flight Attendant
Flower Shop
Funeral Director
Game Warden
Gas Station
Grocery Store
Hair Dresser
Hardware Store
Health Spa
Highway Patrol
Home Builder
Hospital Worker
Hotel
Inspector
Insulator
Journalist
Landlord
Landscape
Lawyer
Librarian
Locksmith
Mail Carrier
Marines
Nail Technician
National Guard
Navy
Notary
Nurse
Nutritionist
Office Supplier

Orthodontist
Painter
Partner
Payroll
Personnel
Manager
Photographer
Piano Teacher
Pilot
Plumber
Police Officer
Preacher
Principal
Printer
Professor
Radio Announcer
Realtor
Repairman
Roofer
Salesperson
Seamstress
Secretary
Security Guard
Service Station
Shop
Sign Painter
Social Worker
Sportscaster
Surgeon
Surveyor
Tanning Salon
Teacher
Teller
Therapist
Tire Store
Travel Agent

Truck Driver
TV Repair
Union
Upholsterer
Veterinarian
Waiter/Waitress
Writer
Youth Director
Others...

NAMES BY INTEREST

































Boating Club
Bridge/Bunko
Car Pool
Cat Lover
Chamber of Commerce
Coffee Shop
Den Leader
Dog Lover
Facebook
Friend
Fundraiser
Internet
Instagram
Junior League
LinkedIn
Lions Club
Lunch Crowd
Pinterest
PTA Member
Rotary Club
Scoutmaster
Toastmasters Club
Trade Organization

Twitter
Others...

SPORTS

Baseball
Basketball
Bowling
Fishing
Football
Golf
Hunting
Jogging
Karate
Skiing
Soccer
Softball
Swimming
Tennis
Volleyball
Weight Training
Others...








































































Build Your List

| | |  |  |  |  |  |
|------|-------|---|---|---|---|---|
| | | RRP | PPS | SHARE | SIT DOWN | CONTACT |
| Name | Phone |  |  |  |  |  |
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| Name | Phone |  |  |  |  |  |
| Name | Phone |  |  |  |  |  |

RRP = Real Results Party
 PPS = Product Prospecting System
 SHARE = Third-Party Tool

Build Your List



| | |  RRP |  PPS |  SHARE |  SIT DOWN |  CONTACT |
|------|-------|---|---|---|--|---|
| Name | Phone |  |  |  |  |  |
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| Name | Phone |  |  |  |  |  |

Product Prospecting System Wait List

| Name | Phone | Drop-Off Date | "Before" Photo | Reminder | Pick-Up Date | "After" Photo | 3UR Free Party |
|------|-------|---------------|----------------|----------|--------------|---------------|----------------|
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Product Prospecting System Wait List



| Name | Phone | Drop-Off Date | "Before" Photo | Reminder | Pick-Up Date | "After" Photo | 3UR Free Party |
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Product Prospecting System Wait List

| Name | Phone | Drop-Off Date | "Before" Photo | Reminder | Pick-Up Date | "After" Photo | 3UR Free Party |
|------|-------|---------------|----------------|----------|--------------|---------------|----------------|
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Road Map to Lexus

Earn up to \$2,500 in bonuses and incentives.

GOAL 1 MUST HAVE:

- Three active Brand Partners in three separate legs
- Total 1,500 GQV from you and your downline organization
- No more than 60% can come from any one leg

GOAL 1 Go Senior Brand Partner (1,500 GQV)

First 30 Days

FAST START QUALIFY!
GENERATE 2,000 QV IN YOUR FIRST 30 DAYS

1. Earn Fast Start Bonus
2. Promote to Senior Brand Partner
3. Start earning 10% Coaching Commission

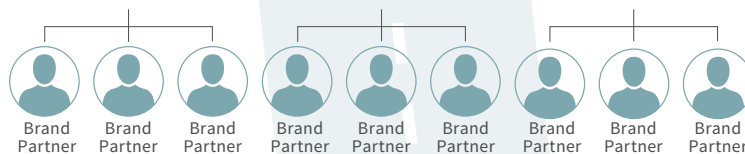


Continuous Goal 3UR➤Free

Nerium International makes it easy for you to qualify to receive your monthly Nerium product for free.



Help your personally sponsored Brand Partners advance to Senior Brand Partner



GOAL 2 MUST HAVE:

- Three active Brand Partners in three separate legs
- Total 4,500 GQV from you and your downline organization
- No more than 60% can come from any one leg

GOAL 2 Go Director (4,500 GQV)

First 60 Days

EARN DIRECTOR 60 BONUS!

1. Promote to Director
2. Receive iPad, a \$350 bonus or 6 free bottles of Nerium Age-Defying Night Cream

GQV= Group Qualifying Volume

All commissions and bonuses defined in this document are paid in U.S. dollars.

GOAL 3 MUST HAVE:

- Three active Senior Brand Partners in separate personally sponsored legs
- Total 12,500 GQV from you and your downline organization
- No more than 60% can come from any one leg

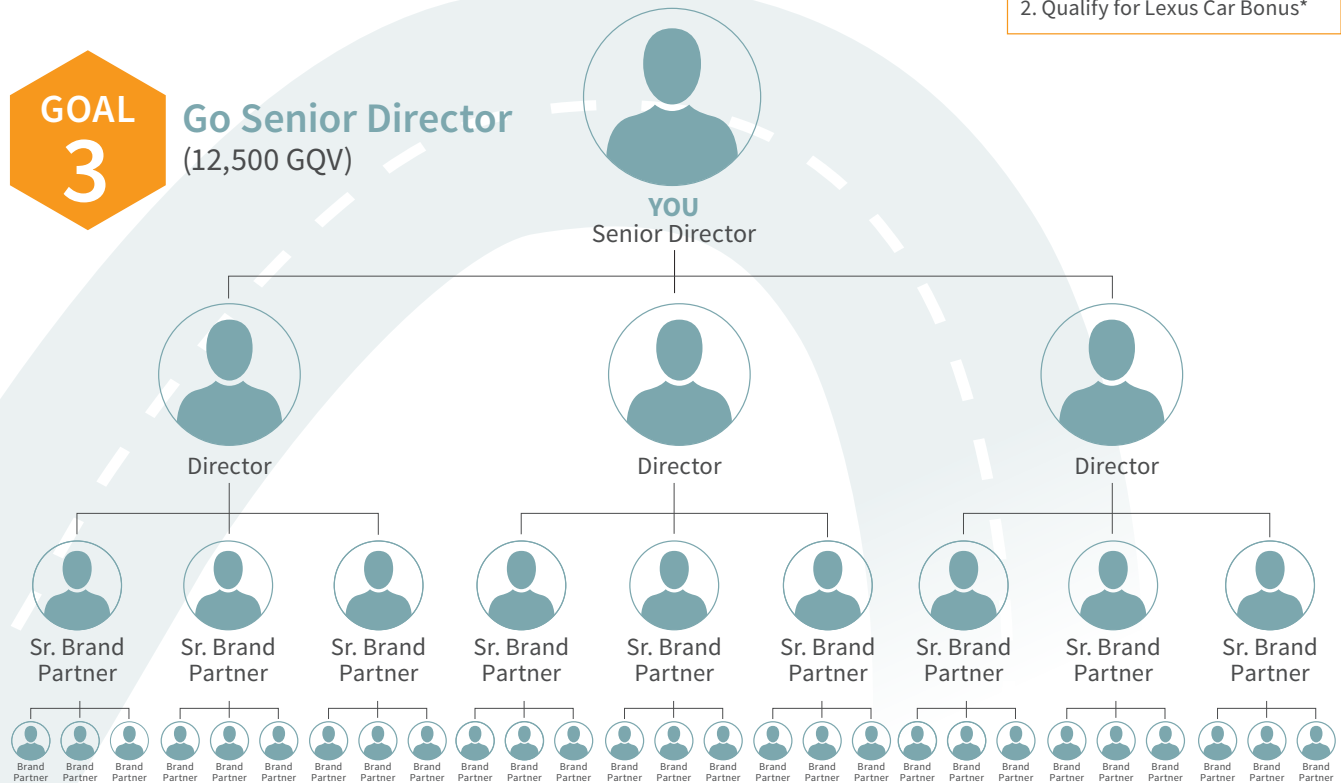
First 90 Days

**EARN YOUR LEXUS
CAR BONUS ANYTIME!**

1. Promote to Senior Director
2. Qualify for Lexus Car Bonus*

**GOAL
3**

**Go Senior Director
(12,500 GQV)**



**Want to go faster?
Achieve Senior Director
in 60 days, 30 days or
even one week!**



Coach your team to earn the Fast Start, Director 60 & Lexus Car Bonuses!

*The Lexus Car Bonus is calculated and paid monthly.

Sample Month: *October*

| SUNDAY | | MONDAY | | TUESDAY | | WEDNESDAY | | THURSDAY | |
|---|--|---|--|---|--|---|--|---|--|
| | |  Nerium U Monday 6:00 p.m. in your time zone | | | | Weekly period close 11:59 p.m. CT Commission paid for week ending <u>9/22</u> | | | |
|  2AD |  PD |  2AD |  PD |  2AD |  PD |  2AD |  PD |  2AD |  PD |
| 3 | |  Nerium U Monday 6:00 p.m. in your time zone | | 5 Drop off Nerium product to prospect | | 6 Weekly period close 11:59 p.m. CT Commission paid for week ending <u>9/29</u> | | 7 My 1st Real Results Party | |
|  2AD |  PD |  2AD |  PD |  2AD |  PD |  2AD |  PD |  2AD |  PD |
| 10 Pick up Nerium product from prospect | |  Nerium U Monday 6:00 p.m. in your time zone | | 12 | | 13 Weekly period close 11:59 p.m. CT Commission paid for week ending <u>10/6</u> | | 14 | |
|  2AD |  PD |  2AD |  PD |  2AD |  PD |  2AD |  PD |  2AD |  PD |
| 17 | |  Nerium U Monday 6:00 p.m. in your time zone | | 19 | | 20 Weekly period close 11:59 p.m. CT Commission paid for week ending <u>10/13</u> | | 21 My 2nd Real Results Party | |
|  2AD |  PD |  2AD |  PD |  2AD |  PD |  2AD |  PD |  2AD |  PD |
| 24 31 | |  Nerium U Monday 6:00 p.m. in your time zone | | 26 | | 27 Weekly period close 11:59 p.m. CT Commission paid for week ending <u>10/20</u> | | 28 | |
|  2AD |  PD |  2AD |  PD |  2AD |  PD |  2AD |  PD |  2AD |  PD |

FRIDAY

SATURDAY

| | |
|--|--|
| 1 My start date | 2 |
| <input type="checkbox"/> 2AD <input type="checkbox"/> PD | <input type="checkbox"/> 2AD <input type="checkbox"/> PD |
| 8 Upload my "Before" photo to Nerium 90-Day Skincare Challenge site | 9 Pick up Nerium product from prospect |
| <input type="checkbox"/> 2AD <input type="checkbox"/> PD | <input type="checkbox"/> 2AD <input type="checkbox"/> PD |
| 15 Previous month's commission paid | 16 |
| <input type="checkbox"/> 2AD <input type="checkbox"/> PD | <input type="checkbox"/> 2AD <input type="checkbox"/> PD |
| 22 | 23 My Preferred Customer's 3UR Free Party |
| <input type="checkbox"/> 2AD <input type="checkbox"/> PD | <input type="checkbox"/> 2AD <input type="checkbox"/> PD |
| 29 | 30 Last day to Fast Start Qualify |
| <input type="checkbox"/> 2AD <input type="checkbox"/> PD | <input type="checkbox"/> 2AD <input type="checkbox"/> PD |

Nerium's 10 Core Commitments

Please refer to page 25 to find out how these Core Commitments can help fuel your success!

1. Complete New Brand Partner Training.
2. Commit to at least two exposures a day.
3. Share or sell your product inventory to acquire new customers.
4. Attend a weekly Market Party or Real Results Party.
5. Attend weekly training.
6. Attend your monthly Regional Training.
7. Attend all major corporate conventions.
8. Commit to personal development.
9. Find a "workout partner."
10. Be here in a year.

2AD • 2 A Day PD • Personal Development

☐ I attended my local Regional Event this month.

Weekly Close • Every Wednesday night at 11:59 p.m. CT

Monthly Close • Last calendar day of the month at 11:59 p.m. CT

NOTES:

Month:



| SUNDAY | | MONDAY | | TUESDAY | | WEDNESDAY | | THURSDAY | |
|--------|----|---|----|---------|----|---|----|----------|----|
| | |  Nerium U Monday 6:00 p.m. in your time zone | | | | WEEKLY CLOSE Weekly period close 11:59 p.m. CT Commission paid for week ending _____ | | | |
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FRIDAY

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| 2AD | PD | 2AD | PD |

Nerium's 10 Core Commitments

Please refer to page 25 to find out how these Core Commitments can help fuel your success!

1. Complete New Brand Partner Training.
2. Commit to at least two exposures a day.
3. Share or sell your product inventory to acquire new customers.
4. Attend a weekly Market Party or Real Results Party.
5. Attend weekly training.
6. Attend your monthly Regional Training.
7. Attend all major corporate conventions.
8. Commit to personal development.
9. Find a "workout partner."
10. Be here in a year.

2AD • 2 A Day PD • Personal Development

I attended my local Regional Event this month.

Weekly Close • Every Wednesday night at 11:59 p.m. CT

Monthly Close • Last calendar day of the month at 11:59 p.m. CT

NOTES:

Month:

| SUNDAY | | MONDAY | | TUESDAY | | WEDNESDAY | | THURSDAY | |
|---|----|---|----|---------|----|---|----|----------|----|
| | |  Nerium U Monday 6:00 p.m. in your time zone | | | | WEEKLY CLOSE Weekly period close 11:59 p.m. CT Commission paid for week ending _____ | | | |
| 2AD | PD | 2AD | PD | 2AD | PD | 2AD | PD | 2AD | PD |
| | |  Nerium U Monday 6:00 p.m. in your time zone | | | | Weekly period close 11:59 p.m. CT Commission paid for week ending _____ | | | |
| 2AD | PD | 2AD | PD | 2AD | PD | 2AD | PD | 2AD | PD |
| | |  Nerium U Monday 6:00 p.m. in your time zone | | | | Weekly period close 11:59 p.m. CT Commission paid for week ending _____ | | | |
| 2AD | PD | 2AD | PD | 2AD | PD | 2AD | PD | 2AD | PD |
| | |  Nerium U Monday 6:00 p.m. in your time zone | | | | Weekly period close 11:59 p.m. CT Commission paid for week ending _____ | | | |
| 2AD | PD | 2AD | PD | 2AD | PD | 2AD | PD | 2AD | PD |
|  | |  Nerium U Monday 6:00 p.m. in your time zone | | | | Weekly period close 11:59 p.m. CT Commission paid for week ending _____ | | | |
| | | | | | | | | | |
| 2AD | PD | 2AD | PD | 2AD | PD | 2AD | PD | 2AD | PD |

FRIDAY

SATURDAY

| | | | |
|-----|----|-----|----|
| | | | |
| 2AD | PD | 2AD | PD |
| | | | |
| 2AD | PD | 2AD | PD |
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| 2AD | PD | 2AD | PD |
| | | | |
| 2AD | PD | 2AD | PD |

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Ten Core Commitments



THE NERIUM RHYTHM

You can build your dream business with Nerium. These Core Commitments were carefully selected as the most valuable activities in creating a successful business. Practice these Core Commitments daily, enjoy the learning process, build great relationships with other Brand Partners and have fun. To find out more about our Core Commitments, listen to the Nerium Success Training CD set with Nerium's Founder and CEO, Jeff Olson.

1. Complete New Brand Partner Training.

Complete the module in the Online Training Center and develop a Fast Start Game Plan with your upline and support team.

2. Commit to at least two exposures a day.

Share Nerium products and the opportunity with at least two people a day, five days a week. You are the messenger. The third-party tools are the message. Model and teach this system to your team and watch your business grow.

3. Share or sell your product inventory to acquire new customers.

A solid customer base is the foundation of your business. Your objective is to never keep inventory. Continuously share our products through the Product Prospecting System or sell your products using our third-party tools.

4. Attend a weekly Market Party or Real Results Party.

Make a personal commitment to attend and invite guests to weekly Real Results and Market Parties.

5. Attend weekly training.

Stay plugged into the system. Attend a training party on Mondays and watch Nerium University.

6. Attend your monthly Regional Training.

The entire market connects during these events. Take your team to events within a three-hour driving distance to get trained by top leaders.

7. Attend all major corporate conventions.

Bring your entire team. Learn proven business-building strategies and discover Nerium's vision for the future.

8. Commit to personal development.

Spend 30 minutes daily reading good books, listening to audio books and training materials and watching DVDs from high achievers. Doing this daily will dramatically change your life over time.

9. Find a "workout partner."

Work your business with another Brand Partner to help keep you accountable. Check in with them regularly and inspire each other to new levels of success.

10. Be here in a year.

Commitment is doing the things you said you would do, long after the mood you said it in has passed. Commit now to invest a solid year in consistently building your Nerium business.

Brand Partner Business Resources

My Information

Brand Partner ID: _____

Log in: _____

Web alias: _____

Website URLs

Personal corporate site: <http://.nerium.com>

Personal corporate product site: <http://.neriumproducts.com>

Opportunity lead capture site: <http://.successtoday.com>

General product lead capture site: <http://.realresults.com>

Product lead capture site (face): <http://.realresults.com/face>

Product lead capture site (body): <http://.realresults.com/body>

Product lead capture site (mind): <http://.realresults.com/mind>

Young Entrepreneur Program lead capture site: <http://.successtoday.com/yep>

My Support Team

Sponsor (name, phone, rank): _____

Upline Leader (name, phone, rank): _____

Market Leader (name, phone, rank): _____

What does each site do?

Personal corporate site:

Robust site about Nerium products and the Nerium opportunity.

Personal corporate product site:

Comprehensive site detailing Nerium products only.

Opportunity lead capture site:

Simple, single page designed to be sent to a prospect so they can find out more about the Nerium opportunity. The site will capture a prospect's information and notify you via email that they have visited.

Product lead capture sites:

Simple, single-page information sites designed to be sent to prospects so they can learn more about Nerium products overall or products specifically for the face, body or mind. These sites will capture a prospect's information and notify you via email that they have visited.

Young Entrepreneur Program lead capture site:

The page focuses on fun, travel and lifestyle freedom and is targeted to budding entrepreneurs between the ages of 18–29. The site will capture their information and notify you via email that they have visited.

Build Your Customer Base

Nerium products are the cornerstone of a Brand Partner's business at Nerium International. Your goal is to build a long-term customer base. To acquire new customers, we do two things: share our products to sample or sell them directly. The process for both is simple.

SHARE Product Prospecting System (PPS)

Best for: Night Cream or Night/Day Cream Action Pack

1. **Contact your list.** Simply tell prospects, "I have something to show you. When can I drop by?"
2. **Share your product.** Give your prospects product to try for 5 nights, 4 pumps each night, with a copy of The Nerium Difference brochure. Prospects MUST agree to take "Before" and "After" photos. To make it easier, offer to take the photo for them!
3. **Touch base with prospect.** Text or call your prospects after you drop off the product. Remind them to apply the product to clean, damp, makeup-free skin each night.
4. **Follow up/Schedule product pickup.** Call to schedule a pickup. Confirm that they have been using the product each night and remind them to take an "After" photo.
5. **Pick up your product.** Take their "After" photo when you pick up the product if they haven't already done so. Not everyone has the same visual result, but most feel the product working. Promote 3UR Free and our 30-Day Money Back Guarantee.

SELL Direct Sale to Customers

Best for: Contour Cream, EHT and Eye Serum

1. **Contact your list.** Simply tell prospects, "I have something to show you. When can I drop by?"
2. **Use third-party tools.** When speaking with your prospects, always point to a third-party tool. Use "Before" and "After" photos, magazines or product videos. Our company-approved resources are effective and compliant.
3. **Promote our customer programs.** Use both our 3UR Free Program and 30-Day Money Back Guarantee to entice prospects to purchase our products.
4. **Place orders.** Enroll your prospects as Preferred Customers for best pricing.
5. **Ask for referrals.** Don't be afraid to ask your customers for referrals. Every referral is one step closer to them earning their product for free with 3UR Free!

Build-A-Blitz

Need more inventory to share or sell to prospects? If you've been a Brand Partner for at least 30 days, you have access to our special Build-a-Blitz program. In your Online Business Center, create a personalized Blitz Pack to help you acquire new customers.

Here's how it works:

- Log into your Online Business Center.
- Shop for products using any kind of product combination or quantity you desire.
- Our smart cart will automatically apply discounts to your products. The more you purchase, the more you save.

Tip: If you have extra product when enrolling new Preferred Customers, consider the Delayed ADO or First Order Ship programs. Ask your upline support for details.



Customer Retention

CUSTOMER ACQUISITION

Acquiring customers is the cornerstone of your Nerium business. Here are some initial goals to focus on so you can build a solid customer base.

1. Become 3UR Free qualified.

Acquiring three Preferred Customers for your 3UR Free qualifications should be your first goal. 3UR Free allows you to get your products for free each month that you qualify.* The best way to gain new customers is to host Real Results Parties!

2. Help your new Brand Partners become 3UR Free qualified.

Personally assist your new BPs in acquiring their first three customers. When your BPs are 3UR Free qualified, it leads to higher retention.

3. Set your goal to acquire nine customers.

By acquiring nine customers, you will reach the maximum Customer Acquisition Bonus.

CUSTOMER ONBOARDING

It is important to create a great experience for your customers from day one. Don't stop at the sale – when a customer signs up your work is just beginning!

1. Say thank you!

Send a thank you text or email within 24 hours of a new customer's order.

2. Set correct expectations.

TIMEFRAME FOR RESULTS: The signs of aging of the skin and brain develop over a long period of time. Encourage your customer to commit to at least 90 days of consistent usage for noticeable results.

USAGE: Using Nerium's products consistently and correctly every day impacts results dramatically. Text your customers links to usage videos for the product they purchased. These can be accessed at nerium.com/howto.

CUSTOMER NURTURING

1. Follow the 90-Day Customer Onboarding Road Map.

It's essential that each new Preferred Customer is personally welcomed into the Nerium Family. That's why we've created the 90-Day Customer Onboarding Road Map, which tells you what we at corporate are doing to enhance your new customers' Nerium Experience and details what you can do to best serve your customers. You can find the road map in your Online Business Center.

2. Ensure they know about Nerium's Preferred Customer (PC) Loyalty Program.

3UR FREE: Help customers refer friends to buy Nerium's products so they can earn their ongoing order for free.

DISCOUNTED ORDERS: After their second ADO processes, PCs earn a 5% discount on their order. After their third consecutive ADO, they lock in their 10% discount.

FREE SHIPPING: After their fourth consecutive ADO, PCs earn FREE shipping on their ADO orders and earn Premier PC Status.

Please note that the first four orders must run consecutively to earn PC Loyalty Program benefits. If their ADO doesn't run two months in a row, then the PC will lose their Perks and must start all over again.

3. Help them manage their orders.

Five days BEFORE their ADO processes, call to check in on how everything is going. If the customer indicates that he or she has too much product and doesn't need next month's shipment, suggest other Nerium products they could try next month or, if needed, tell them how to delay their ADO for 30 days.

4. Manage at-risk orders.

Check the At-Risk PC Report for any orders that are at risk due to credit card expiration or decline. Personally call those PCs and help them set up a new form of payment.

*See Compensation Plan for full rules on 3UR Free qualifications.

Nerium's Product Promise

Our products are powered by proprietary technology that harnesses the best from science and nature. We use exclusive, patented ingredients with a mix of antioxidants, peptides, plant extracts and vitamins to craft products that target multiple signs of aging, including fine lines, wrinkles, uneven texture, discoloration, enlarged pores and sagging skin.

Many of our ingredients can ONLY be found in Nerium products. To put it simply: No one else currently has, or ever will have, these ingredients. You can be confident knowing that you represent scientifically proven products that can only be offered by Nerium Independent Brand Partners.

Here are a few of our exclusive ingredients:

NAE-8®:

Found in both Age-Defying Night Cream and Age-Defying Day Cream, NeriumAD® Formula, as well as in Firming Body Contour Cream, NeriumAD Formula, the NAE-8 extract is a powerful antioxidant. It is a patented, proprietary blend of nerium oleander and aloe vera that helps reduce the appearance of fine lines and wrinkles.

SIG-1273®:

Found in Age-Defying Night and Day Creams, Optimera™ Formula and Firming Body Contour Cream, Optimera Formula, SIG-1273 is a patented, advanced molecule that boosts the skin's ability to combat the oxidative stress that can lead to the appearance of fine lines, wrinkles and discoloration.

SIG-1191™:

Found in Age-Defying Eye Serum, SIG-1191 is a patent-pending, exclusive ingredient that works as a super antioxidant and skin hydrator specifically developed to target aging around the eyes.

I-FIL4R™:

Found in Age-Defying Eye Serum, I-FIL4R is an exclusive ingredient derived from white lily and Brazilian ginseng that helps reduce the appearance of puffiness, fine lines and dark circles.

EHT®:

Found in EHT® Age-Defying Supplement, Mind Enhancement™ Formula, EHT includes our exclusive, patented extract which is comprised of a natural mixture of bioactive molecules isolated from coffee. It helps improve memory and recall, as well as increase focus and mental alertness.*

Need to know more?

- All Nerium skincare products are paraben free and dermatologist tested.
- All Nerium products offer a 30-Day Money Back Guarantee! More detailed information about our products can be found in our Product Training Guide.



*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Leveraging Real Results Parties

The best way to successfully launch your business is a Real Results Party. The purpose of a Nerium Real Results Party (RRP) is to give a high-level overview presentation of Nerium, its products and the opportunity.

Why are Real Results Parties so effective?

- They're simple, low key and – most importantly – fun.
- They're easy to duplicate with a proven formula for success.
- They allow you to share Nerium products and opportunity with multiple people at once.

All you need to do now is decide what kind of party you'd like to host. You can use one of our suggested themes shown below, or your own imagination as a guide!



Coffee and Dessert



Wine and Cheese



Create your own Party

You can also host a 3UR Free Party! Important things to remember about 3UR Free parties include:

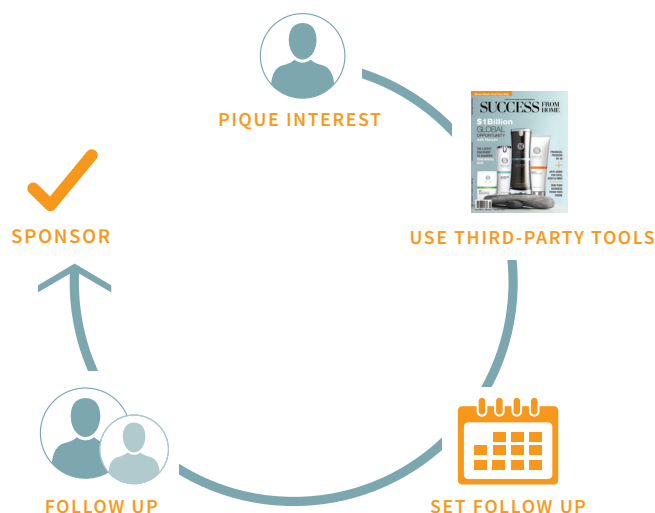
- They focus on product only.
- They help your Preferred Customers qualify for the 3UR Free program.
- They help you acquire new retail or Preferred Customers.

Ready to Party?

For complete details about RRP's or 3UR Free Parties, please download the Real Results Party Toolkit or watch the training module in your Online Training Center.

Master the “2-A-Day”

Use the “Sort vs. Sell” strategy with Nerium's 2-A-Day Promotion System. Simply share Nerium's products or Brand Partner opportunity with at least two people each day, every day.



Pique Interest. Start the conversation by sharing the products and what they have done for your skin.



Use Third-Party Tools. Nerium's magazines and other third-party tools allow you to be the messenger, not the message. Say less and let the tools say more!



Set Follow Up. Schedule a specific time to check in with prospects on the information you have shared.



Follow Up. Ask your prospects what they like most about Nerium.

3-Way Call. Call with the help of an upline leader. This will allow you to get all their questions answered right away from a credible source.

Live Event. Invite your prospect to a RRP or a Market Party. This is where all the magic happens!

One-on-One Meeting. Whether at a local coffee shop or over the phone, give prospects your personal attention.



Sponsor. Sponsoring a new Brand Partner and acquiring Preferred Customers is vital. Make sure your new Brand Partners go through New Brand Partner Training. Also, encourage new Preferred Customers to get their product free through the 3UR Free program.

Nerium Compensation

Brand Partners get paid multiple ways through our Compensation Plan. You have the opportunity to earn a percentage of the packs and products you and your team sell. Below are examples of earning potential. See the Compensation Plan for complete details.

WEEKLY MONEY

| Pack Bonus | Pack Differential Bonus | Customer Acquisition Bonus |
|---|--|--|
| 10-30% Sell a pack to a new Brand Partner and earn a bonus. | 2-20% Earn a Differential Bonus for each pack sold by your team. | 20-40% Get paid for new Preferred Customers' orders. |
| | | 5-20% Earn Differential Bonuses on new Preferred Customer sales made by your team. |

MONTHLY MONEY

| LEADERSHIP BONUS | TEAM COMMISSIONS | COACHING COMMISSIONS |
|---|------------------|--|
| 5-8% Commissions Earn potential long-term income based on your team's volume. | | 10% Check Match Earn up to a 10% commission on your personally sponsored Brand Partners' earnings. |

LIVE BETTER BONUS

Get financially rewarded for reaching advanced ranks. You must maintain personal NMD qualifications to maintain each rank and meet all qualifications to earn a Live Better Bonus. Grace Period does not apply.

| | | | | |
|---|---|---|---|--|
| \$50K National Marketing Director | \$150K 3-Star National Marketing Director | \$375K 5-Star National Marketing Director | \$750K International Marketing Director | \$1.5M Gold International Marketing Director |
|---|---|---|---|--|

All commissions and bonuses defined in this document are paid in U.S. dollars. Please see Compensation Plan for complete details on all bonuses.

Build Your Customer Base



Sell your products

Earn extra profit by selling bottles from Packs or the Nerium Gives Back Program at retail value. Acquire Preferred Customers and earn CAB Bonuses based on the number of PCs you've enrolled.

CAB BY RANK ADVANCEMENT

| | Brand Partner | Senior Brand Partner | Director | Senior Director | Executive Director | Regional Marketing Director | National Marketing Director |
|-------------------|---------------|----------------------|----------|-----------------|--------------------|-----------------------------|-----------------------------|
| Percentage Earned | 20% | 30% | 35% | 40% | 40% | 40% | 40% |

CAB BY PREFERRED CUSTOMERS

| | 3 Preferred Customers | 6 Preferred Customers | 9 Preferred Customers |
|-------------------|-----------------------|-----------------------|-----------------------|
| Percentage Earned | 30% | 35% | 40% |

POTENTIAL LONG-TERM INCOME

| Customer Commissionable Volume (CCV) | Earning Potential |
|--------------------------------------|-------------------|
| 201–400 | 10% |
| 401–1000 | 15% |
| 1001+ | 25% |

All commissions and bonuses defined in this document are paid in U.S. dollars.

3UR Free Program

Personally sponsor at least three Preferred Customers and receive your next month's Nerium ADO FREE! All three Preferred Customer orders must process during the same calendar month to qualify you for your free ADO the following month.

REASONS TO PROMOTE 3UR FREE:

1. You can get your Nerium product for free.
2. You can help your Preferred Customers and Brand Partners get their Nerium product for free.
3. Earn Nerium Gives Back product for each new personally sponsored Preferred Customer.
4. Increase your retention rate. People don't stop using free product.
5. Increase your commissions with high customer retention rate.
6. New Preferred Customers equal more Customer Acquisition Bonuses.

Make it a goal to help each one of your Preferred Customers and Brand Partners qualify for 3UR Free. You can do this by hosting 3UR Free Real Results Parties for them and making sure they know how to refer friends to their website.



Nerium Gives Back Program

HOW NERIUM GIVES BACK (NGB) WORKS:

1. **Enroll** a new Preferred Customer or Brand Partner with an Auto-Delivery Order.
2. **Earn** NGB Rewards Points for each enrolled qualifying Preferred Customer or Brand Partner.
3. **Choose** any product as an NGB Reward. For example, be awarded points by enrolling new PCs with Nerium Night Cream, and then you can redeem the points for EHT or Eye Serum. It's up to you!
4. **Redeem** all or some of your points at your discretion. You decide when you want to redeem your rewards.



Example:



1. Enroll

Enroll a new Preferred Customer or Brand Partner with an Auto-Delivery Order.



2. Earn

Earn NGB points for each enrolled qualifying Preferred Customer or Brand Partner.



3. Choose

Choose any of our Nerium products as an NGB Reward. For example, you will be awarded points by enrolling a new PC with Body Contour Cream and then you can redeem these points for EHT. It's up to you!



4. Redeem

Use all or some of your points at your discretion. NGB Rewards points expire 180 days from the date they are earned.

Note: NGB Rewards points expire 180 days from the date they are earned. Refer to the NGB Rewards area in your Online Business Center for point earnings possibilities.

Brand Partner Support

Know Who to Contact

Upline Leader Support vs. Corporate Support

At Nerium International, we encourage our Brand Partners to leverage their upline leadership team and the corporate staff. Need help or have a specific question? Don't know who to call? Use the tips below to point you in the right direction.

Call upline leadership team on topics like:

- How the Compensation Plan works
- What you need to do to advance to the next level
- Where to find the next live event in your market
- Clarifications on programs such as Road Map to Lexus, etc.

Call customer service on topics like:

- Issues with Auto-Delivery Orders
- Website or other technical support questions
- Problems signing up a new Preferred Customer or Brand Partner

Answers to questions regarding Nerium products can be found in the Product Training Guide.

Corporate Support

CUSTOMER SERVICE

Monday–Friday, 8:00 a.m.–6:00 p.m. CT

Phone (Continental U.S.): 855-463-7486

Phone (U.S. Territories): 855-453-1020

Fax: 214-390-9988

Website & FAQ: neriumsupport.com

Happiness Heroes
(Customer Care Team): 844-525-2008

DIRECT EMAILS

Live Events: events@nerium.com

“Before” & “After” Photos: realresults@nerium.com

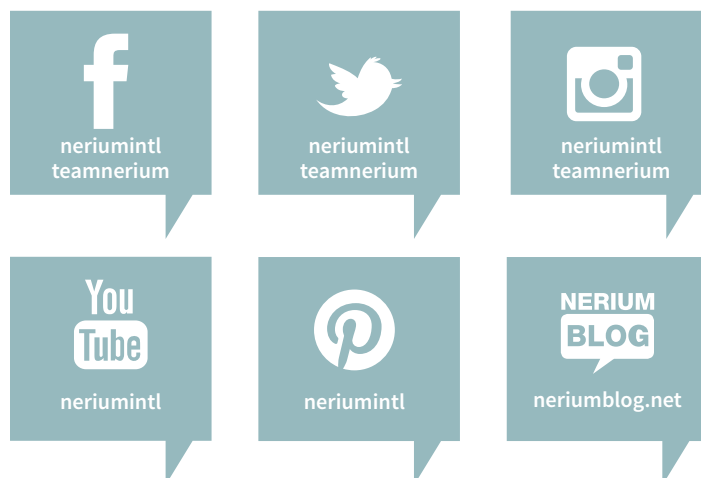
Field Pictures, including:
iPad, Lexus, Party Pictures,
Live Events, Nerium Gives Back
socialmedia@nerium.com

VENDOR SUPPORT

Paylution (Direct Deposit): 877-546-8220

✓ Check for answers on the **ONLINE NERIUM SUPPORT CENTER (NERIUMSUPPORT.COM)** before calling.

Connect with Nerium



Nerium's Achievements

2011:

- Launched in August with a corporate staff of 13
- Company built upon one product: Age-Defying Night Cream, NeriumAD® Formula

2012:

- Awarded Bravo Award for Growth from *Direct Selling News*
- Youngest company to make *Direct Selling News*' Global 100 List of relationship marketing companies, ranking #86
- Achieved over \$100M in annual revenue

2013:


- Awarded the Community Impact Award from Big Brothers Big Sisters for raising over \$500K in one year
- Launched Age-Defying Day Cream, NeriumAD Formula in the U.S.
- Founder and CEO, Jeff Olson launched *Live Happy* magazine
- Achieved over \$200M in annual revenue
- Ranked #54 on *Direct Selling News*' Global 100 List of relationship marketing companies

2014:

- Inducted into *Direct Selling News*' \$100 Million Growth Club
- Raised \$1 million for Big Brothers Big Sisters, becoming the largest corporate workplace donor
- Launched in Canada and Mexico with Age-Defying Night and Day Creams, Optimera™ Formula
- Introduced Firming Body Contour Cream, NeriumAD Formula in U.S.
- Won seven Stevie Awards, three MarCom Awards and two Best in Biz Awards
- Ranked #40 on *Direct Selling News*' Global 100 List of relationship marketing companies
- Achieved over \$400M in annual revenue

2015:

- Introduced new proprietary ingredient SIG-1273® in Optimera Formula
- Launched EHT® Age-Defying Supplement, Mind Enhancement™ Formula in the U.S. and Firming Body Contour Cream, Optimera Formula in Canada and Mexico
- Awarded Big Brothers Big Sisters President's Award, the organization's highest corporate honor
- Opened in South Korea with Age-Defying Night and Day Creams, Optimera Plus™ Formula
- Won *Dallas Business Journal* Best Places to Work Award, WWD Global 100 Award, three Stevie Awards and six CEO World Awards
- Received several prestigious marketing awards, including MarCom, Hermes and GDUSA
- Hit \$1 Billion dollars in cumulative sales



“The future
belongs to those
who believe in
their dreams.”

- Jeff Olson



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