

# NOEVIR



## Compensation Plan

Your Success Is Our Business

# THE NOEVIR STORY

## HISTORY:

- The Noevir journey began more than 30 years ago when Mr. Hiroshi Okura discovered the cosmetic benefits in the Black Forest herbs of Baden Baden, Germany.
- The women in the area had exceptionally radiant and youthful-looking skin.
- Long referred to as “God’s own medicine chest,” the Black Forest offers an abundance of powerful medicinal and cosmetic herbs.

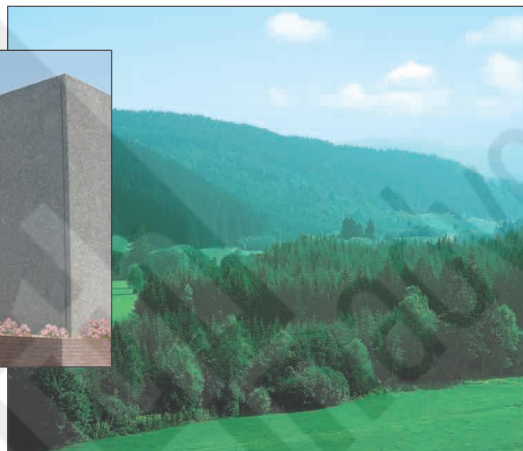
## NOEVIR TODAY:

- Today, Noevir operates research and development facilities around the globe and produces its own high-quality, natural-to-the-skin products.
- Our state-of-the-art R&D facilities are staffed by professional chemists and use the latest in computer technology to meet world-class manufacturing standards.
- The company has been recognized in the top 40 of direct selling companies\* in the world with offices in Japan, Taiwan, China and North America.

(\*Source: Direct Selling News 2013)



USA Headquarters  
Irvine, California



Black Forest, Germany



Ginza Headquarters  
Tokyo, Japan

## MISSION STATEMENT:

To develop the most innovative personal care and nutritional products in the world, while providing a rewarding business opportunity for those who follow their dreams.

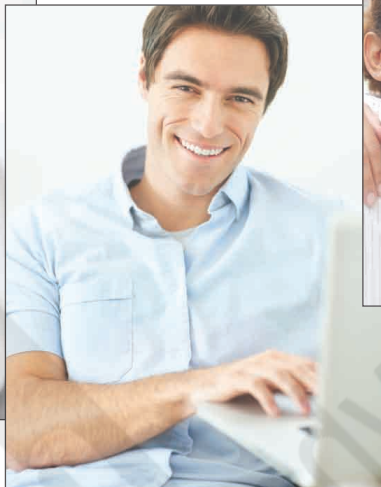
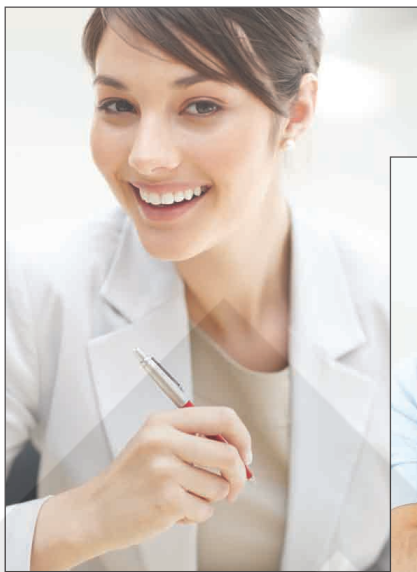


Shiga R&D, Japan

# THE DIRECT SELLING INDUSTRY

## WHAT IS DIRECT SALES?

- Word-of-mouth advertising! Direct sales is a distribution method that allows independent consultants to sell products directly to consumers without a fixed retail location.
- A low-risk, high-return business! Direct sales has been around for more than 100 years in America, but has seen astonishing growth the past 25 years.
- No experience required! Today, more than 16 million Americans are involved in the Direct Selling Industry with more than 31 billion in sales.



**\$31 Billion in US sales and  
\$167 Billion sales worldwide!**

*(Source: DSA and WFDSA 2012)*

*It's all about the freedom to live the life you dream of just by introducing people to products you believe in.*

## WHY IS THIS INDUSTRY BOOMING?

- There are no middlemen or costly advertising, so the profits are passed on to you.
- Consultants are paid for their marketing efforts by the company.
- Sales are based on word-of-mouth marketing—the most effective form of advertising.
- It involves sharing the products that you use and love, so the products basically sell themselves.
- Anyone can do this business! Can be done as part-time or full-time, it all depends on each individual as to how they want to pursue their business.



## WHY NOEVIR?

- Because it is a **low-risk, high-return business** with no experience required!
- Because you can **be your own boss** and set your own goals and aspirations!
- Because **you will be in charge** of your own success in a business where the **sky's the limit!** Full-time or part-time income... you decide!
- Because you can simply **work when you want, with whom you want** and still **have time to enjoy life** to the fullest!
- Because you can **change your life** and **help others** to do the same!
- Because Noevir offers **premium-quality beauty and health products** with targeted results and a compensation plan that **rewards your success!**



*It's time to...  
Take Charge!*

### At Noevir, we stand by our products 100%

We're so confident you'll absolutely love our products that we offer a full... 90-day money back guarantee! With our high-end products, you will see results. If you're not completely satisfied with your purchase, simply return the product within 90 days for a full refund.

# NOEVIR BENEFITS

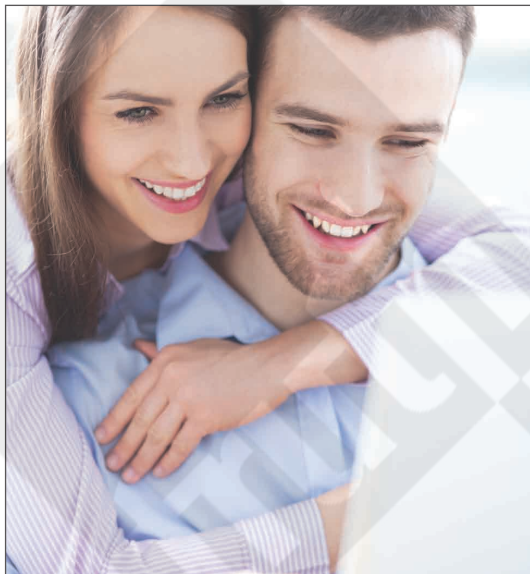
*Rewarding You...  
Generously!*

## AS A NOEVIR CONSULTANT, YOU GET...

- An amazing **30% retail profit** from day one!
- Up to **15% bonus** on your Unit Wholesale Volume!
- Up to **10% in leadership bonuses**—from 1st to 6th generation!
- Instant **cash rewards** when you sell Value Packs (Value Pack Rewards Program)!
- A one-time **cash bonus of up to \$3,000** for level achievement!

## YOU CAN ALSO QUALIFY FOR:

- Exciting continental travel opportunities for upper level achievement!
- Free trip to National Convention (includes flight and accommodations)!
- Free annual Leadership Trip to exciting destinations!



*Keep in mind that the more you focus on identifying your dreams, the more likely you will achieve your goals!*

# COMPENSATION PLAN

## ROADMAP TO SUCCESS!

### Annual income following the Money Model from Consultant to Executive Director.

- These income levels show what you can earn with Noevir. Many people earn less than this and many earn more. That's the beauty of this business. With Noevir, there's no limit to how high your income can go!
- Noevir offers an extremely lucrative and simple Compensation Plan. It's the very first step in becoming a Consultant.
- As you grow in the program, you will be eligible to receive additional 2 -10% Leadership Bonuses on Directors in your organization.
- You generate income when you retail the products and find others who will want to do the same.
- The best way to retail the products and sponsor others is to hold Café Noevir events, where you meet with a group of potential customers and demonstrate Noevir's unique line of products.

*Use this Booklet as a Companion Piece to the  
Roadmap to Success Chart!*

LEADERSHIP BONUS	UD	SD	ED	DD	DDD	PDD
Qualified Director Legs	0-1	2	4	6	8	10
Minimum GWV				75K*	150K*	225K*
1st Generation Directors	8%	8%	8%	10%	10%	10%
2nd Generation Directors	6%	7%	7%	7%	8%	9%
3rd Generation Directors		4%	5%	6%	7%	8%
4th Generation Directors			2%	3%	4%	5%
5th Generation Directors					3%	4%
6th Generation Directors						3%

*\*No maximum limit per leg.*

*There is No Limit to...  
How High Your  
Income Can Go!*

**\$87,548**

Executive  
Director

**\$62,108**

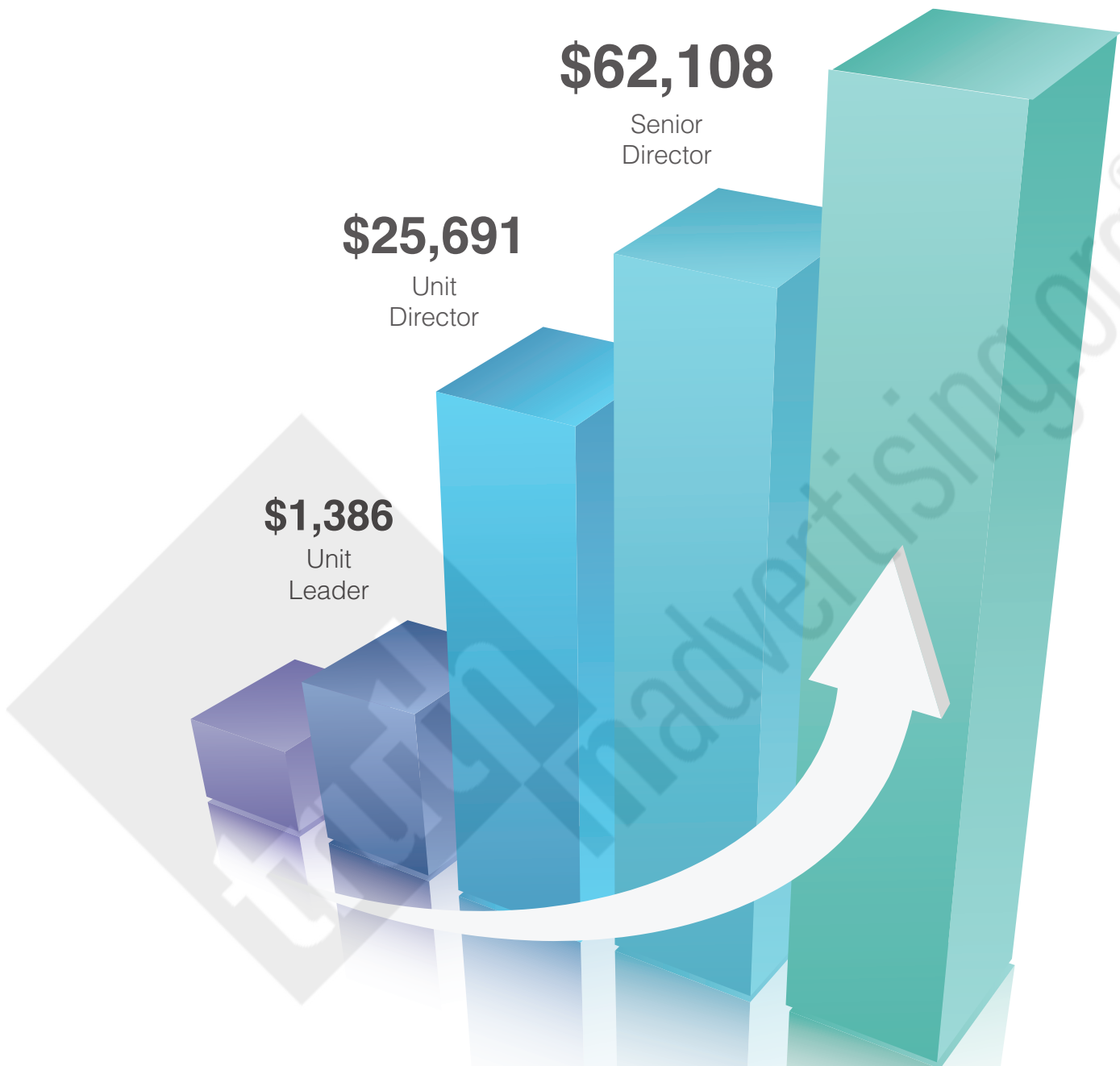
Senior  
Director

**\$25,691**

Unit  
Director

**\$1,386**

Unit  
Leader

- 
- The amounts shown are actual highest bonus payment during 2012. No retail profit is included. No Value Pack Reward included.
  - Generating meaningful compensation as an independent consultant requires considerable time, effort and commitment. This is not a get rich quick program. There are no guarantees of financial success.



# CONSULTANT LEVEL

*It's so easy...*

*Start Sharing!*

## **BENEFITS:**

- 30% retail profit on the products you sell.
- The beginning of unlimited income potential!

## **HOW TO BECOME A CONSULTANT:**

- Simply fill out an application form and then receive a Consultant Business Kit which contains all the valuable tools to get YOUR Noevir business started.
- When signing up with the company, you automatically start out at the consultant level.

*This is your business, where you can tailor it around your life — not the other way around.*



## **SUCCESS IS WITH YOU!**

The success of your business begins with you. Start sharing Noevir and create the lifestyle of your dreams.



# VALUE PACK REWARDS

**Accelerate your earnings by getting cash when you sell Value Packs!**

**Open to all consultants** whether or not they are bonus qualified. This means even brand-new consultants can earn cash right from the start!

**It's as easy as 1-2-3:**

- 1. Sign up a new Consultant**
- 2. Sell them a Value Pack**
- 3. You get a Cash Reward!**

**Cash Rewards, you receive:**

- **NHS Value Pack: \$15**
- **99 Value Pack: \$25**
- **105 Value Pack: \$35**
- **505 Value Pack: \$50**



## Value Pack Promotion Plus+

When you sell two value packs in each two-week period (per month), you earn additional cash! **That's an additional \$35 per two-week period!**

**Earn even more cash for your value pack sales!** In addition to the Value Pack Rewards Program, which awards you cash for your value pack sales, our Value Pack Promotion Plus+ allows you to earn an additional \$35 every two weeks, or up to \$70 a month!

**Here's how it works.** All you need to do is sell two value packs in each two-week period of the month (1-14 & 15-31), and the additional cash is yours!

This means you could earn a total of **\$170 in cash rewards** each month for 99 Value Packs sold  $[(\$25 + \$25 + \$35) \times 2]$ —or **\$270 in cash rewards** for 505 Value Packs  $[(\$50 + \$50 + \$35) \times 2]$ ! And that's before factoring in compensation plan payout!

And the good news is that it's **open to ALL consultants**, whether or not they are bonus qualified. This means even brand-new consultants can earn cash for their value pack sales immediately!

*Note: Only first value pack per new / re-registered consultant counts towards promotion. Only applies to Skincare Value Packs (not Ultimate Value Packs). **See Noevir Website for full program details.***

# UNIT LEADER (UL) LEVEL

## HOW TO QUALIFY:

- Recruit 3 first-line consultants.
- Generate a minimum of \$120 in Personal Wholesale Volume (PWV) or recruit a new first-line consultant with \$120 PWV in the month he/she signs up.
- Reach a total of \$400 in sales (Consultant Cost) within your unit (\$400 Unit Wholesale Volume).

## BENEFITS:

- 30% retail profit on personal sales.
- 6% bonus on your Personal Wholesale Volume (PWV).
- 6% bonus on first-line (personally sponsored) consultants' PWV.
- 4% bonus on second-line consultants' PWV.



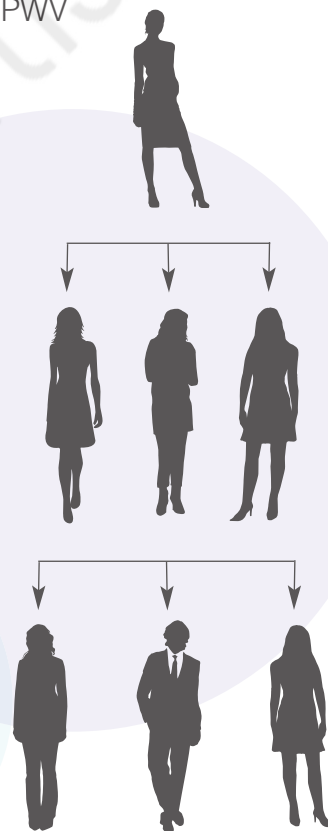
*Build a Stable...  
Organization!*

## YOU (Your Organization)

30% Retail Profit  
6% Bonus on PWV

**First Line**  
6% First Line  
Consultant Bonus

**Second Line**  
4% Second Line  
Consultant Bonus



# UNIT DIRECTOR (UD) LEVEL

## HOW TO QUALIFY:

- Recruit 10 people in your first line.
- Generate \$120 PWV or recruit a new first-line consultant with \$120 PWV in the month he/she signs up.
- You and your unit need to sell a total of \$2,000 (Consultant Cost) worth of products for two consecutive months, or \$3,000 for one month (2,000 or 3,000 Unit Wholesale Volume).

## BENEFITS:

- 30% retail profit on personal sales.
- 12-15% bonus on the Wholesale Volume your unit generates.
- 8% leadership bonus on first-generation directors' Unit Wholesale Volume (UWV).
- 6% leadership bonus on second-generation directors' UWV.

## KEY TO BUILDING YOUR BUSINESS...

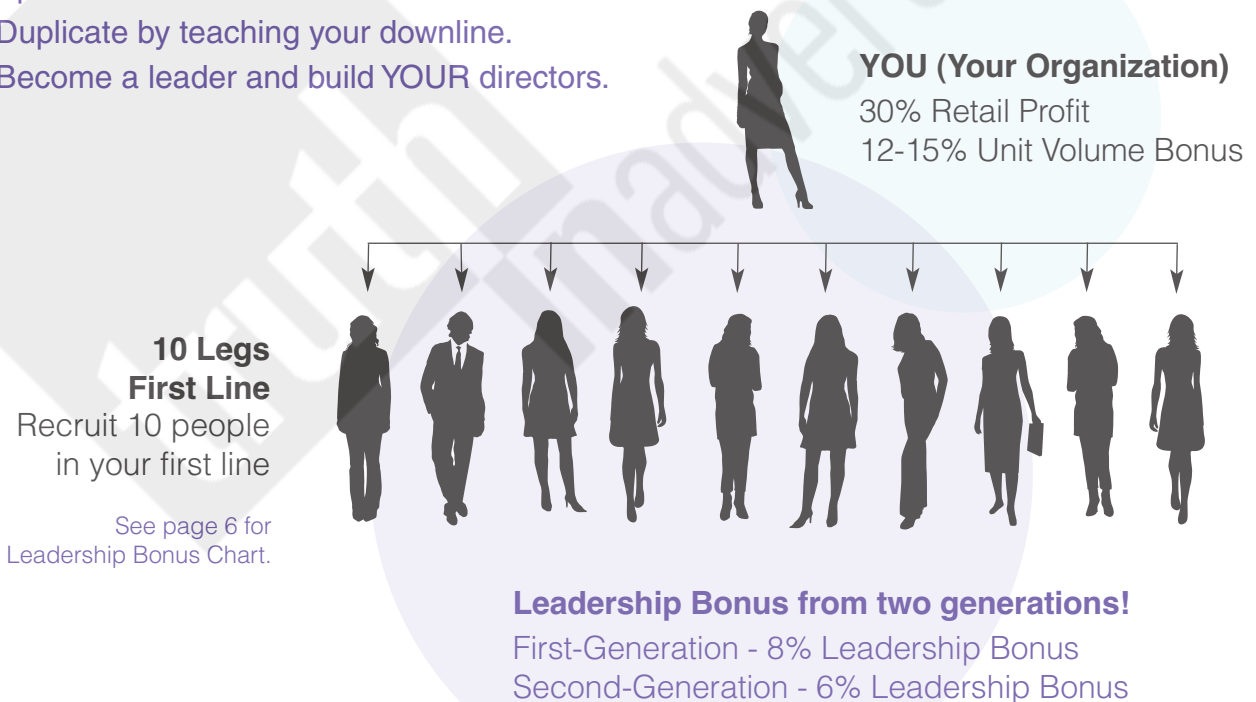
Become a director and build your organization.

Retail the products to customers.

Sponsor consultants into the business.

Duplicate by teaching your downline.

Become a leader and build YOUR directors.



## SENIOR DIRECTOR (SD) LEVEL

### HOW TO QUALIFY:

- Promote 2 director qualifying legs in your first generation.
- Generate \$120 PWV or recruit a new first-line consultant with \$120 PWV in the month he/she signs up.
- You and your unit need to sell a total of \$2,000 (Consultant Cost) worth of products (2,000 Unit Wholesale Volume).

### BENEFITS:

- 30% retail profit on personal sales.
- 12-15% bonus on the Wholesale Volume your unit generates.
- 8% leadership bonus on first-generation directors' UWV.
- 7% leadership bonus on second-generation directors' UWV.
- 4% leadership bonus on third-generation directors UWV.

## EXECUTIVE DIRECTOR (ED) LEVEL

### HOW TO QUALIFY:

- Promote 4 qualified director legs in your first generation.
- Generate \$120 PWV or recruit a new first-line consultant with \$120 PWV in the month he/she signs up.
- You and your unit need to sell a total of \$2,000 (Consultant Cost) worth of products (2,000 Unit Wholesale Volume).

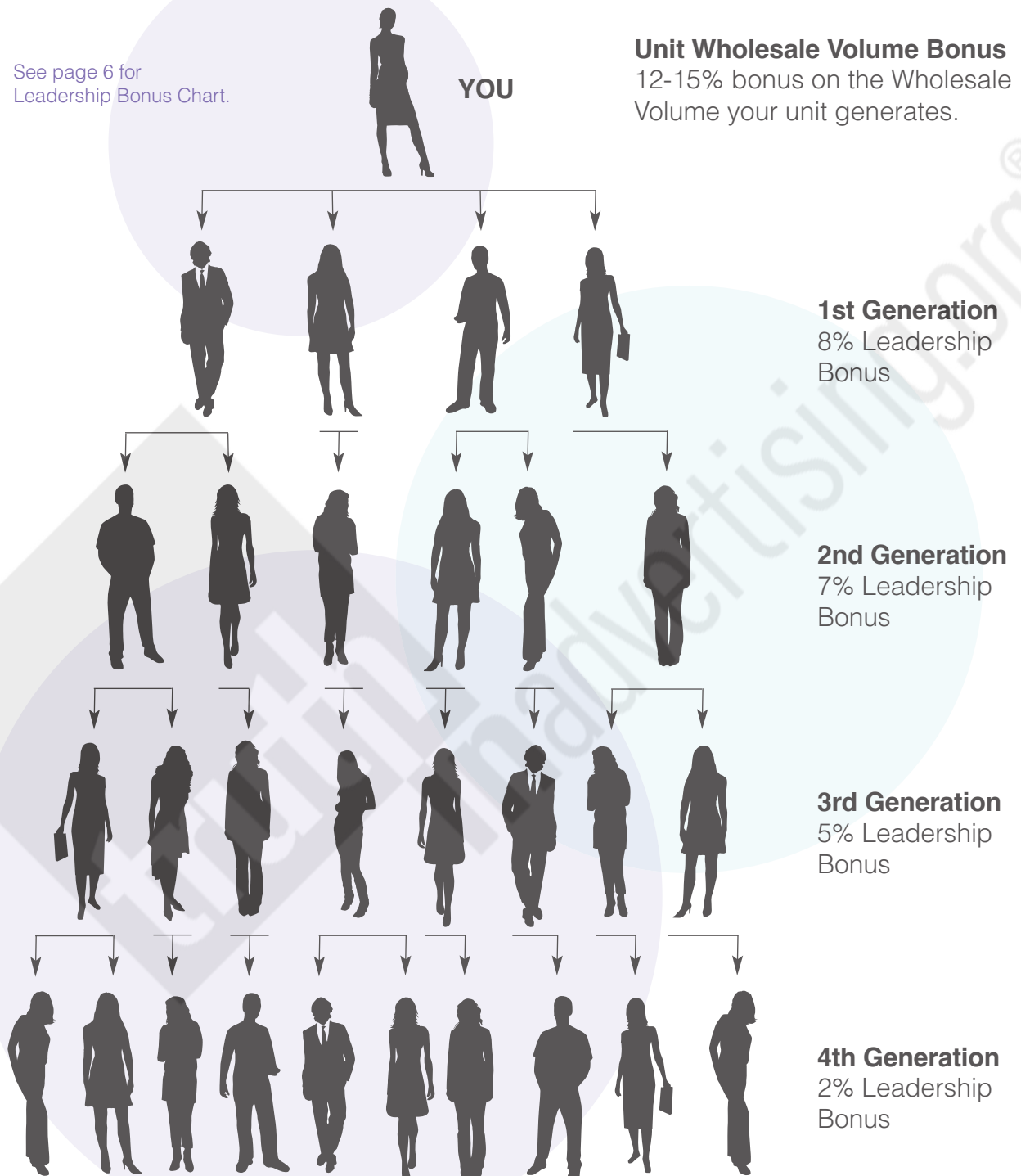
### BENEFITS:

- 30% retail profit on personal sales.
- 12-15% bonus on the Wholesale Volume your unit generates.
- 8% leadership bonus on first-generation directors' UWV.
- 7% leadership bonus on second-generation directors' UWV.
- 5% leadership bonus on third-generation directors' UWV.
- 2% leadership bonus on fourth-generation directors' UWV.



# *Increase Your Bonus... As Your Organization Grows!*

See page 6 for  
Leadership Bonus Chart.



# DIAMOND DIRECTOR (DD) LEVELS

## THE SKY'S THE LIMIT:

- Continue building your organization and reach heights you never thought possible.
- Take charge of your own success, and earn lucrative rewards along the way.
- Your income is not determined by anyone but yourself.

## THREE DIAMOND LEVELS:

- Diamond Director
- Double Diamond Director
- Presidential Diamond Director

*Live the Lifestyle...  
of Your Dreams!*

## THE DIAMOND LIFESTYLE:

- Earn a substantial residual income, while living the lifestyle of your dreams!
- Traveling, acquiring your dream home and spending quality time with family and friends are just a few of the many luxuries available to our Diamond Directors!
- Simply build your business by selling high-quality products, building your organization and encouraging others to do the same. It's that simple!

Please refer to our Roadmap to Success for specific Diamond Level Qualifications.



Becoming a Diamond Director means becoming a true role model. Reaching this level can only be done by mentoring and helping others succeed!



# TERMS & DEFINITIONS

**Bonus:** The commission paid by Noevir to a consultant upon meeting all requirements set forth in the Compensation Plan. Bonus pay periods are calculated on a calendar month basis.

**Bonus Qualification:** Occurs when the consultant has generated a minimum of \$120 in PWV (personal wholesale volume) or by sponsoring a first-line consultant who achieves \$120 PWV or more in his/her sign-up month.

**30% Retail Profit:** The profit a consultant earns when selling Noevir products at the SRP (suggested retail price). Consultants are eligible for a 30% savings off the SRP.

**WV (Wholesale Volume):** The assigned point value of Noevir products sold, upon which bonuses are calculated. With the exception of Business Aids, all Noevir products have an assigned point value of 70% of the SRP.

**PWV (Personal Wholesale Volume):** The total wholesale volume of orders placed by a consultant in a given month (excludes Business Aids).

**UWV (Unit Wholesale Volume):** The PWV generated by a consultant plus the combined UWV of each downline director within his/her organization.

**GWV (Group Wholesale Volume):** The UWV generated by a consultant plus the combined UWV of each downline director within his/her organization.

**Leadership Bonus:** Directors receive leadership bonuses from the WV of their downline directors' units, for up to six generations, based on their qualifications each month.

**Sponsor:** The person who brings a new consultant into his/her organization is called the sponsor. All independent consultants are required to have a Noevir sponsor. The sponsor is responsible to see that the new independent consultant gets the start-up training and ongoing support needed to understand how the business functions.

**First-Line Consultant:** When a consultant personally sponsors another person, that person becomes his or her first-line consultant.

**Generation:** Generation refers to the position one director holds relative to another director in a line of sponsorship.

**Consultant Maintenance:** To maintain consultant status, a personal purchase of one order or more SRP (includes Consultant Business Kit but excludes business aids) is required per calendar year. Consultants not meeting this requirement will be revoked in January of the following year.