

# Shifting Retail

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## MODERE OVA & OVA-m BONUS POOL

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Modere Ova™ and Ova™-m have officially launched, and we want to reward you for your product sales!

## Modere Ova:

Reinvent your hormone story with Ova. No hormones. No soy isoflavones. A first-of-its-kind, patent-pending approach delivering intuitive nutrition for optimal hormonal health. Synced to the phases of your unique cycle, 3 scientifically advanced formulas feature ingredients that target your period + pre-ovulation + post-ovulation, all in one convenient blister pack.

Ova changes the way you think about your period. Offering customized support throughout the month, nothing works quite like Ova to effectively help relieve normal symptoms of PMS, including breast tenderness, bloating and menstrual cramps, promote clear looking skin, support healthy libido, reduce occasional stress, balance mood and more.\*

[Learn more here.](#)

## Modere Ova-m:

Reinvent your hormone story with Ova-m. No hormones. No soy isoflavones. A first-of-its-kind approach, delivering intuitive nutrition for optimal hormonal health. Ova-m targets perimenopause, menopause and post-menopause with Estro-OS™ Complex — a potent

combination of botanicals shown to be more effective than soy isoflavones at improving normal symptoms of menopause and vaginal dryness.\*†

Ova-m changes the way you think about menopause. Normal menopausal symptoms are far from optimal, so Ova-m's ingredients work synergistically with your body to help reduce mild hot flashes and night sweats, and supports libido, mood, cognitive health and cardiovascular health.\*

[Learn more here.](#)

†Mild and occasional.

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

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**We're launching these new, ground-breaking products  
with the limited-time Ova & Ova-m Bonus Pool!**

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Starting March 10<sup>th</sup>, Modere will be giving away a total of \$35,000 in promotional money EVERY WEEK until the end of March, to Social Marketers who sell Ova and Ova-m. You'll earn shares in the \$35,000 Ova Bonus Pool for every five Ova or Ova-m products sold in your customer pod that week.

## **OVA BONUS POOL FAQs**

**How do I get shares in the Ova Bonus Pool?**

Shares are earned weekly, with one share for every five Ova/Ova-m products sold in your personal customer pod. And each week we'll have a new \$35,000 pool!

**5 Ova/Ova-m sold = 1 Ova Pool Share**

## **Where can I go to find the current values of this week's Ova shares, and how often will they be updated?**

The Ova Bonus Pool Leaderboard can be found [HERE](#). This leaderboard will be updated hourly. You can also see how many units of Ova/Ova-m you've sold, how many shares you have earned and what the current share value is worth.

## **Do the customers have to be new customers for the Ova/Ova-m sale to count?**

No, any Ova and Ova-m sales in your customer pod count towards earning a share.

## **If a customer has Ova/Ova-m on their subscription and it runs during the promotional period, will it count?**

Yes, all Ova and Ova-m sales in your pod during the promotion period count towards your share.

## **How much are the shares worth?**

A new \$35,000 prize will be available in the Ova Bonus Pool each week. The Ova share value is determined by the total number of shares awarded in that week.

Example: If 1,000 Ova/Ova-m shares were awarded during the week, the value would be \$35 per share ( $\$35,000 \text{ pool} \div 1,000 \text{ shares}$ )

If 50 Ova/Ova-m shares were awarded during the week, the value would be \$700 per share ( $\$35,000 \text{ pool} \div 50 \text{ shares}$ )

## **Is there a minimum or maximum value per Ova share?**

The minimum of any Ova share will be worth \$20 USD (\$26 CAD). The maximum share value is only limited by the total pool value of \$35,000 a week.

### **Is there a cap on the number of Social Marketers that can earn a share?**

There is NO LIMIT on the number of Social Marketers that can earn a share and there is NO LIMIT on the number of shares that can be earned in a week!

### **Can I earn more than one share a week?**

Yes! You'll earn a share for every 5 Ova/Ova-m products you sell. There is no cap on the number of shares you can earn, so the more shares you have, the more you'll be paid out from the pool!

### **Can I earn shares in the Ova Bonus Pool every week?**

Absolutely. You could potentially qualify for the Bonus Pool all three weeks during the business promotion period.

### **What happens if I sell four Ova/Ova-m in a week? What if I sell seven?**

Ova shares are awarded for every 5 units of Ova/Ova-m sold. If you were to sell only 4 units in a single week, you would not earn a share in that week's pool. However, those 4 Ova/Ova-m sales WILL roll over to next week and you would only need to sell 1 more Ova/Ova-m to earn a share in the current week's pool.

4 Ova sold = 4 rollovers next week

The same is true if you were to sell 7 units during a week. You would be awarded one share in that week's pool for the first 5 you sold, and the remaining 2 would roll over to the following week.

7 Ova Sold = 1 Share for this week + 2 sales roll to next week

### **What are the dates and times for each Bonus Pool week?**

**Week 1:** Friday, **March 10** at 11:00 AM CT (10:00 AM MT) through Thursday, **March 16** at 11:59 PM CT (10:59 PM MT)

**Week 2:** Friday, **March 17** at 12:00 AM CT (11:00 PM MT) through Thursday, **March 23** at 11:59 PM CT (10:59 PM MT)

**Week 3:** Friday, **March 24** at 12:00 AM CT (11:00 PM MT) through Friday, **March 31** at 11:59 PM CT (10:59 PM MT)

### **What happens if I sell my 5th Ova/Ova-m after 11:59 PM Central Time?**

You will be awarded a share for next week's pool. Any Ova/Ova-m products sold after Friday, March 31 at 11:59 PM CT (10:59 PM MT) will not be included in the promotion.

### **When will the Ova Bonus Pool shares be paid out?**

Each week's shares will pay out based on that week's closing share value. The shares will be paid the Thursday following the close of the weekly pool.

### **Where will the share payout show up in my Back Office?**

Your payout for the Ova Bonus Pool can be found by logging in to your Back Office. Under the My Business tab, you'll click on Payouts.

The payment will be labeled "Ova Weekly Pool – Week 1", "Ova Weekly Pool – Week 2", or "Ova Weekly Pool – Week 3" based on the week(s) that you earned the share(s).

### **Will I be paid out based on the value of the Ova Bonus Pool share at the time I earned it or will I be paid out based on the final value of the Ova share?**

All shares will be paid out based on the **final** value at the close of the week. The value of the shares you earn will not be dependent on the time you earned them.

**Will every purchase of Ova and Ova-m in my Customer Pod count towards a share, even if the same customer buys more than one product or purchases it as**

## **part of a collection?**

Yes! Each Ova and Ova-m purchase in your Customer Pod, including those sold as a part of the Ova Balanced Body System, will count towards your earning of a share in the Ova Bonus Pool. Even customers that order more than once will count towards a share!

## **If I personally purchase Ova or Ova-m, either from the website or at the event, will that count towards a share?**

No, only purchases made by customers in your personal Customer Pod will count towards a share.

## **Will a backdated Ova/Ova-m order count towards that week's pool?**

Orders will be counted on the day they are accepted, not the day they are backdated to. If an order is placed after Friday, March 31 at 11:59 PM CT (10:59 PM MT), it can still be backdated, but it will not count towards a share in the final pool.

## **Do any of the preorders count towards a share in the first Ova Bonus Pool?**

No, any orders that were placed and commissioned **during the preorder period** (February 21-March 9) **DO NOT** count towards the pool. Products ordered during the Ova Bonus Pool promotion period (March 10 at 11:00 AM CT through March 31 at 11:59 PM CT) will count towards the current weekly pool.

## **What happens if a customer returns the Ova/Ova-m they purchased during the Ova Bonus Pool business promotion?**

If Ova/Ova-m is returned by a customer in your pod, and that purchase counted towards the qualification of a pool share, Modere reserves the right to charge back a portion of the bonus paid.

## **Are US and CA Social Marketers eligible for the promotion?**

Yes, this is a Modere North America promotion and only Social Marketers in the United States and Canada are eligible to earn shares in the Bonus Pool.

## Will the Canadian payout be converted to Canadian dollars?

Yes, the fixed exchange rate of 1.3% will be used to exchange the value of the share from USD to CAD.

## What happens if an unaffiliated customer purchases Ova/Ova-m?

Unaffiliated purchases of Ova/Ova-m will not count towards any Social Marketer shares and will not reduce the overall \$35,000 weekly pool. Social Marketers must claim their unaffiliated customer in the same week the purchase was made to have it count towards their current weekly share total. Once the weekly Bonus Pool closes, any unaffiliated Ova/Ova-m customer purchases will not be able to be counted towards the next pool share.

## What can I say about Ova/Ova-m?

Absolutely no product claims can be made or inferred about Project 23, outside of the approved product benefits published by the company.

- Project 23 is a Dietary Supplement and is not intended to diagnose, treat, cure, or prevent any illness or disease.
- The approved benefit statements around Project 23 support found on the label and in company materials can be found below. These statements must be used with an asterisk and accompanied by the FDA disclaimer: **\*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.**

Modere will uphold a zero-tolerance policy around making any product claims that fall outside of the guidelines for sharing products. Click here to review the guidelines

document: <https://buzz.shiftingretail.com/article-slug/income-product-guidance-pdf/>

If you have any questions or concerns please reach out to the Modere Compliance Department at [ask@modere.com](mailto:ask@modere.com)



[Check out this blog to learn more!](#)

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