



Levels i-v



PureTM
Opportunity

Success starts now!





Joining the Program

PURE OPPORTUNITY

- ✓ Sell 1 FilterQueen® IAQ System or 2 Units
- ✓ Complete 10 qualified in-home presentations

Advance to Specialist, Level i





Specialist, **Level i**

PURE OPPORTUNITY

Receive:

- ✓ Pure Opportunity™
Success Journal
- ✓ Level i Pin
- ✓ Level i Certificate

To go to next level:

- ✓ Sell 10 Systems
(in a calendar mo)
(or 30 Units in a calendar mo)



Advance to a Level ii Specialist...





Specialist, **Level ii**

PURE OPPORTUNITY

Receive:

- ✓ Level ii Pin
- ✓ Level ii Certificate
- ✓ **8 IAQS Credits**

(to be cashed in as a qualified level vi
Regional Distributor)

To go to next level:

- ✓ **Sell 10 Systems**
(in a calendar mo)
(or 30 Units in a calendar mo)



Advance to a Level iii Specialist...





Specialist, **Level iii**

PURE OPPORTUNITY

Receive:

- ✓ Level iii Pin
- ✓ Level iii Certificate
- ✓ **8 IAQS Credits**

(to be cashed in as a qualified level vi
Regional Distributor)

16 Systems Total



To go to next level:

- ✓ **Sell 10 Systems**
(in a calendar mo)
(or 30 Units in a calendar mo)

***Advance to a Level iv
Business Specialist...***





Business Specialist, Level iv

PURE OPPORTUNITY

Receive:

- ✓ Level iv Pin
- ✓ Level iv Certificate
- ✓ **8 IAQS Credits**

(to be cashed in as a qualified level vi
Regional Distributor)

24 Systems Total



To go to next level:

- ✓ Complete 8 trainings
- ✓ Or complete 4 trainings & sell
4 Value Systems

**8 Value System credits will
go into your business
account with MD for
completing this portion of
the program.**

***Advance to a Level v
Candidate Distributor...***





Candidate Distributor, Level v

PURE OPPORTUNITY

Receive:

- ✓ Level v Pin
- ✓ Level v Certificate
- ✓ **8 IAQS Credits**

(to be cashed in as a qualified level vi
Regional Distributor)

32 System credits earned



To go to next level:

- ✓ Registered as a qualified Regional Dist by your promoting Master & be approved by Health-Mor Director of Sales
- ✓ Sign a RD agreement with your MD and/or Health-Mor

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Seed Capital System Program

PURE OPPORTUNITY

- Once a person reaches Specialist Level iii, they may choose to apply for the Seed Capital Systems Program with Health-Mor.
- The purpose of this added bonus to the original Pure Opportunity™ Program is to help ensure each new Regional Distributor meets and exceeds the requirement of having at least \$15,000 cash in an account prior to Health-Mor approving the Regional Distributor office and sending out the 32 Pure Opportunity™ Systems and 15 demo kits.
- The Specialist must sign a Seed Capital Systems Fund Application with his/ her sponsoring Distributor and send to Health-Mor for approval. The Master Distributor of record is responsible for the payment to Health-Mor in the event that the Seed Capital Funds are not allocated according to the Program.
- Every approved applicant can apply for a maximum of 4 (four) Seed Capital Systems between the time they reach Specialist Level iii and Candidate Distributor. After signing the SCS Funds agreement, Health-Mor will send one system to the Master Distributor. The Specialist/ Candidate Distributor must sell that system and the Master Distributor must transfer a minimum of \$2,000 into the special Health-Mor Seed Capital Funds account in that individual's name within two weeks time. The Program allows for each approved applicant to sell up to four of these systems and accumulating a minimum of \$8,000 in the SCF in their name.





Seed Capital System Program

PURE OPPORTUNITY

- The Seed Capital Funds that are received by Health-Mor are only to be used to open an office in the name of the applicant and that office must be opened within 120 days of the request of the applicant's 8 Value Systems (defined earlier). ALL PARTICIPANTS FULLY UNDERSTAND THAT ONCE THE MONEY IS DEPOSITED INTO THE HEALTH-MOR SEED CAPITAL FUND IN THEIR NAME, IT WILL NOT BE RELINQUISHED TO ANYONE FOR ANY REASON OTHER THAN TO THE APPLICANT ONCE THE APPLICANT OPENS HIS/ HER REGIONAL DISTRIBUTOR OFFICE. WHEN HEALTH-MOR SENDS THE 32 SYSTEMS TO THE NEW OFFICE, HEALTH-MOR WILL WIRE THE MONEY IN THE FUND DIRECTLY TO THAT NEW REGIONAL DISTRIBUTOR. Health-Mor does accept the funds in this SCF as part of the new Regional Distributor's \$15,000 minimum start up capital.
- This Seed Capital Fund is an option and not required of any or all participants in the Pure Opportunity™ Program. It is merely a way for a potential new Regional Distributor to save \$8,000 used only to open a new office in a very short period of time. Sponsoring distributor does understand that there are no overrides on these Seed Capital Fund sales. In the event that the participant does not open a qualifying Regional Distributor office within 120 days, Health-Mor will utilize the money in this fund to offset the cost of the Seed Capital Systems issued by Health-Mor and any balance to be used to fund other Pure Opportunity™ expenses. The participant understands the money in the Seed Capital Fund sent in their name is NOT their property or the property of their sponsoring Distributor until such time as they open a Health-Mor approved Regional Distributor office.





Candidate Distributor, Level v

PURE OPPORTUNITY

To become level vi:

- ✓ Complete certified educational courses conducted by Health-Mor/MD
- ✓ Meet financial requirements / creditworthiness to secure bank / consumer financing
- ✓ Have at least \$15,000 in cash after buying opening package
- ✓ **Cash in your 32 System credits with your Master Distributor and get 32 Systems and 15 demo kits (\$80,000 retail value)**

Congratulations! Advance to Level vi Regional Distributor...





FILTERQUEEN

Pure Opportunity™

Success starts now!



LEVELS OF SUCCESS



Level i

You receive:

Success Journal
Level i Certificate
Level i Pin
Sticker for Success Journal

To reach Level ii:

- Complete 10 System sales in a calendar month



Level ii

You receive:

Level ii Certificate
Level ii Pin
8 IAQS System Credits
Sticker for Success Journal

To reach Level iii:

- Complete 10 System sales in a calendar month

Don't forget to choose your desired office location!



Level iii

You receive:

Level iii Certificate
Level iii Pin
8 IAQS System Credits, 16 Systems total!
Sticker for Success Journal

To reach Level iv:

- Complete 10 System sales in a calendar month
- Achieve Pure Leadership certification*
- Achieve Pure Trainer certification*

*Not required to advance to Level iv. These certifications can be completed anytime between Levels I - iv.



Level iv

You receive:

Level iv Certificate
Level iv Pin
8 IAQS System Credits, 24 Systems total!
Sticker for Success Journal

To reach Level v:

- Conduct 8 Training Courses -OR-
- Conduct 4 Training Courses and Sell 4 Value Systems

Level v

You receive:

Level v Certificate
Level v Pin
8 IAQS System Credits, 32 Systems total!
Sticker for Success Journal

**To reach Level v:
Regional Distributor:**

- Be submitted as a qualified Regional Distributor by your promoting Master Distributor
- Be approved by Health-Mor Director of Sales
- Sign a Regional Distributor agreement with your Master Distributor or Health-Mor
- Complete the Certified Educational Training Courses conducted by Health-Mor/Master Distributor
- Meet financial requirements/creditworthiness to secure bank/consumer financing
- Have at least \$15,000 in cash
- Redeem your 32 IAQS Credits with your Master Distributor and get 32 Systems and 15 demo kits (\$80,000 retail value)
- Must continue to comply with Health-Mor's Code of Conduct



Levels vi–vii

**Advancing from
Regional Distributor to
Master Distributor to
Premier Master**





Regional Distributor, Level vi

PURE OPPORTUNITY

Receive:

- ✓ White Gold Regional Distributor level vi Pin
- ✓ Regional Distributor level vi Certificate
- ✓ Increased earning potential

To go to next level:

- ✓ Register 1500 Systems
(out of self-owned office & direct descendant offices, 1 level deep)
- ✓ Promote 2 qualified offices from your office w/in your region

(sell at least 500 Units to qualify)



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Regional Distributor, Level vi

PURE OPPORTUNITY

To go to level vii Master:

- ✓ Receive approval from promoting MD & Health-Mor as a Distributor in good standing
- ✓ Have & maintain \$50,000 cash & 50 Systems in inventory
- ✓ Relocate to new territory approved by Health-Mor (take up to 3 key people for transition)
- ✓ Leave current RD office in tact

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Regional Distributor, Level vi

PURE OPPORTUNITY

To go to level vii Master

Sign a MD agreement
with Health-Mor

✓ **Buy 25 Systems, get
25 Systems & 25
Demo Kits from
Health-Mor**

✓ Promote Pure
Opportunity™ within
organization

(Once the requirements are met, the
RD may request to advance to level vii
MD.) When approved...

Congratulations!
**You are now a
Master Distributor**

**Advance to Master Distributor,
Level vii...**





Master Distributor, Level vii

PURE OPPORTUNITY

Receive:

- ✓ Yellow Gold Master Distributor level vii Pin
- ✓ Master Distributor level vii Certificate
- ✓ Increased earning potential

To go to level viii Premier:

- ✓ Register 5000 Systems
(out of MD family tree)
- ✓ Promote out at least 1 Master Distributor
- ✓ Promote Pure Opportunity™ throughout family tree

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Master Distributor, Level vii

PURE OPPORTUNITY

To go to level viii Premier MD:

- ✓ Have & maintain \$50,000 cash & 50 Systems in inventory
- ✓ Maintain creditworthiness to ensure consumer finance for family tree

Congratulations!
**You are now a
Premier Master
Distributor**



Advance to Premier Master
Distributor, Level viii...



Premier Master Dist, Level viii

PURE OPPORTUNITY

Receive:

- ✓ Premier Master Distributor Pin
- ✓ Premier Master Distributor Certificate

Congratulations!
You have achieved
the highest level of
FilterQueen®
Distributor





Master Qualifications, Notes

PURE OPPORTUNITY

- Master Distributors are NOT entitled to a AMS service contract with Health-Mor. It is Health-Mor's intention to have an after market business plan in place to relieve the MD of having to focus on after market promotions. It is always the obligation of the MD to provide necessary service and authentic filters for their customers to comply with the Health-Mor warranty on the Majestic® and Defender® products. Master Distributors may request an AMS contract with Health-Mor. Each request will be dealt with on an individual basis. It is Health-Mor's intention for all newly appointed Master Distributors to focus all of their energy and financial resources for the sale of whole goods.





Master Qualifications, Notes

PURE OPPORTUNITY

- Master Distributors that do not meet the terms of the MD agreement with Health-Mor (including sales targets) will be subject to being relegated to Regional Distributor status. This could include being disqualified for Master Distributor contests, pricing benefits, etc. Health-Mor will deal with each MD's situation on an individual basis.
- MD will forego over rides on the initial 32 Systems delivered to the new RD within their territory. MD will be responsible for the repayment of 10 Systems in the event that the RD does not register a minimum of 150 Systems (300 Units). Once the RD submits warranty cards for 300 Units, the MD has no further responsibility for repayment of these goods.





Premier Master Distributor, Level viii

PURE OPPORTUNITY

Health-Mor's highest level of achievement in North America is to become a Master Distributor/Premier Master Distributor. All Specialists & Regional Distributors should strive to reach the pinnacle of the FilterQueen® ladder of success. As a part of Pure Opportunity™, qualified MD's will be invited to the annual MD celebration/workshop that Health-Mor will sponsor for 3 days in various cities. The purpose of the meeting will be to celebrate the success & achievement of maintaining MD status & to share ideas about the growth of FQ sales in North America.





North American Distributor of the Year

PURE OPPORTUNITY

- Health-Mor will honor the top MD/PMD and their entire network in a black tie event to be held each February in the hometown or location within the winning MD's territory.





PURE OPPORTUNITY

Luxury Automobile –Your Status Symbol





Regional Distributor Luxury Sedan

PURE OPPORTUNITY





Luxury Sedan

Regional Distributor Status Symbol

PURE OPPORTUNITY

Here's how you get it:

- Register 12,000 Unit sales as a Regional Distributor.
 - As an RD, you'll receive unlimited credits for registered sales from personally-owned offices.
 - For each direct descendant distributor 1 level deep, you'll earn a maximum of 3,000 unit credits towards your goal of 12,000 Units.

(At least 33% of Units registered must be Majestics®. 12,000 unit target must be achieved within 15 years of becoming a RD.)





Luxury Sportscar

Master Distributor & Premier Master
Status Symbol

PURE OPPORTUNITY





Luxury Sportscar

Master Distributor & Premier Master Status Symbol

PURE OPPORTUNITY

Here's how you get it:

- Register 22,000 Unit sales as a Master Distributor / Premier Master.
 - As an MD/PMD, you'll receive unlimited credits for registered sales from personally-owned offices.
 - For each of your promoted RDs & their branches, you'll earn up to 3,000 Unit credits towards your goal of 22,000 Units.

(At least 33% of Units registered must be Majestics®. Goal must be achieved within 15 years of becoming a MD.)

While Regional Distributors are limited to earning only one Luxury Sedan, a Master Distributor can earn additional Luxury Sportscars for every additional 22,000 registered Units (following the same rules above as initiated for earning the first Luxury Sportscar).





PURE OPPORTUNITY





Levels i-v



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