

cerule<sup>®</sup>

Detailed Pay Plan

# START EARNING

A WORLD OF OPPORTUNITY  
UNLIKE ANY OTHER

With its growing global presence, Cerule creates the platform for you to build a solid international business. An integral part of this once-in-a-lifetime opportunity is our Pay Plan that provides many financial and lifestyle rewards.

In fact, many join us specifically for our industry leading Pay Plan, because it does just that – it pays!

## KEY PAY PLAN FEATURES



### RETAIL PROFITS

By selling product directly to customers you earn a retail profit.



### ENROLLMENT BONUSES

Enrollment Bonuses are one of the first and quickest ways to start earning income. Simply by enrolling a new IBO, you earn a bonus and your enroller earns one, too.



### RANK ADVANCEMENT REWARDS

Rank Advancements is an amazing program that rewards you as you increase in rank as well as provides you with a road map to your success that includes additional rewards when you increase your rank in certain timeframes.



### 3 AND FREE PROGRAM

The 3 and FREE Program will not only benefit your wealth but also your health. By enrolling new retail customers, you can receive FREE Product.



### BONUS POOLS

When you qualify for the rank of 100K, Presidents' Club and Chairmans' Club, you start earning shares of our three generous bonus pools.



### CAR PROGRAM

What's better than getting a NEW Car? Getting a New car Paid for by Cerule. Once you reach 15K, you start earning an additional monthly bonus for a new car and the bonus grows with your rank.



### TRAVEL REWARDS

All-expense paid trips, need we say more... We offer both an once-in-a-lifetime 50K trip and unbelievable President's Club trips.



### COMMISSION

The heart and soul our pay plan is earning commission on all product sold in your downline up to seven levels.



### MATCHING PAY BONUSES

If the commission earning potential wasn't enough, once you reach 25K, you can earn additional matching bonus on your first three levels.

# GETTING STARTED

It's easy to become an Independent Business Owner. We have 5 options to help get you started:

## StarterKit

### This Kit Contains:

One (1) Product Of Your Choice From The Option Below:

- StemEnhance® ULTRA
- PlasmaFlo®
- Cyactiv®
- Cyactiv® Flex
- Instant Tensor Serum

### Product Brochure:

- 1 StemEnhance ULTRA® Brochure
- 1 Plasmaflo® Brochure
- 1 Cyactiv® Brochure
- 1 Cyactiv® Flex Brochure

### Cerule Success System:

- Personalized Website
- Shopping Cart (Storefront)
- Enrollment Site
- Backoffice
- Access To Your Business And Organization
- View Your Team's Sales
- Communicate To Them Instantly
- Schedule Meetings In Your Calendar
- And Much More.

### Purchase Products At Wholesale.

Fully Eligible To Run Your Business In Any Or All Of Cerule's Global Markets.

And Participate In Cerule's Global Pay Plan.

## FastStart Mini Pack

### This Kit Contains:

Two (2) Products Of Your Choice From The Option Below:

- StemEnhance® ULTRA
- PlasmaFlo®
- Cyactiv®
- Cyactiv® Flex

### Product Brochure:

- 1 StemEnhance ULTRA® Brochure
- 1 Plasmaflo® Brochure
- 1 Cyactiv® Brochure

### Cerule Success System:

- Us Booklet
- Opportunity Booklet
- Go Booklet
- Personalized Website
- Shopping Cart (Storefront)
- Enrollment Site
- Backoffice
- Access To Your Business And Organization
- View Your Team's Sales
- Communicate To Them Instantly
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- And Much More.

### Purchase Products At Wholesale.

Fully Eligible To Run Your Business In Any Or All Of Cerule's Global Markets.

And Participate In Cerule's Global Pay Plan.

## FastStart Pack

### This Kit Contains:

Five (5) Products Of Your Choice From The Option Below:

- StemEnhance® ULTRA
- PlasmaFlo®
- Cyactiv®

### Product Brochure:

- 5 StemEnhance ULTRA® Brochures
- 5 Plasmaflo® Brochures
- 5 Cyactiv® Brochures

### Cerule Business Kit:

- Cerule Success System
- Us Booklet
- Opportunity Booklet
- Go Booklet
- Personalized Website
- Shopping Cart (Storefront)
- Enrollment Site
- Backoffice
- Access To Your Business And Organization
- View Your Team's Sales
- Communicate To Them Instantly
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- And Much More.

### Purchase Products At Wholesale.

Fully Eligible To Run Your Business In Any Or All Of Cerule's Global Markets.

And Participate In Cerule's Global Pay Plan.

## FastStart Plus+ Pack

### This Kit Contains:

Five (5) Products Of Your Choice From The Option Below: **(Maximum of 3 bottles of Cyactiv® Joint or Instant Tensor Serum allowed)**

- StemEnhance® ULTRA
- PlasmaFlo®
- Cyactiv®
- Cyactiv® Flex

### Product Brochure:

- 5 StemEnhance ULTRA® Brochures
- 5 Plasmaflo® Brochures
- 5 Cyactiv® Brochures
- 5 Cyactiv® Joint Brochures

### Cerule Business Kit:

- Cerule Success System
- Us Booklet
- Opportunity Booklet
- Go Booklet
- Personalized Website
- Shopping Cart (Storefront)
- Enrollment Site
- Backoffice
- Access To Your Business And Organization
- View Your Team's Sales
- Communicate To Them Instantly
- Schedule Meetings In Your Calendar
- And Much More.

### Purchase Products At Wholesale.

Fully Eligible To Run Your Business In Any Or All Of Cerule's Global Markets.

And Participate In Cerule's Global Pay Plan.

## FastStart Cerule Skin Pack

### This Kit Contains:

Six (6) Products **(choice between purifying or soothing micellar gels)**

- 2 Instant Tensor Serum
- 2 CC Cream
- 2 Micellar Gels

### Product Brochure:

- 5 StemEnhance ULTRA® Brochures
- 5 Plasmaflo® Brochures
- 5 Cyactiv® Brochures
- 5 Cyactiv® Joint Brochures

### Cerule Business Kit:

- Cerule Success System
- Us Booklet
- Opportunity Booklet
- Go Booklet
- Personalized Website
- Shopping Cart (Storefront)
- Enrollment Site
- Backoffice
- Access To Your Business And Organization
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- And Much More.

### Purchase Products At Wholesale.

Fully Eligible To Run Your Business In Any Or All Of Cerule's Global Markets.

And Participate In Cerule's Global Pay Plan.

# ENROLLMENT BONUSES

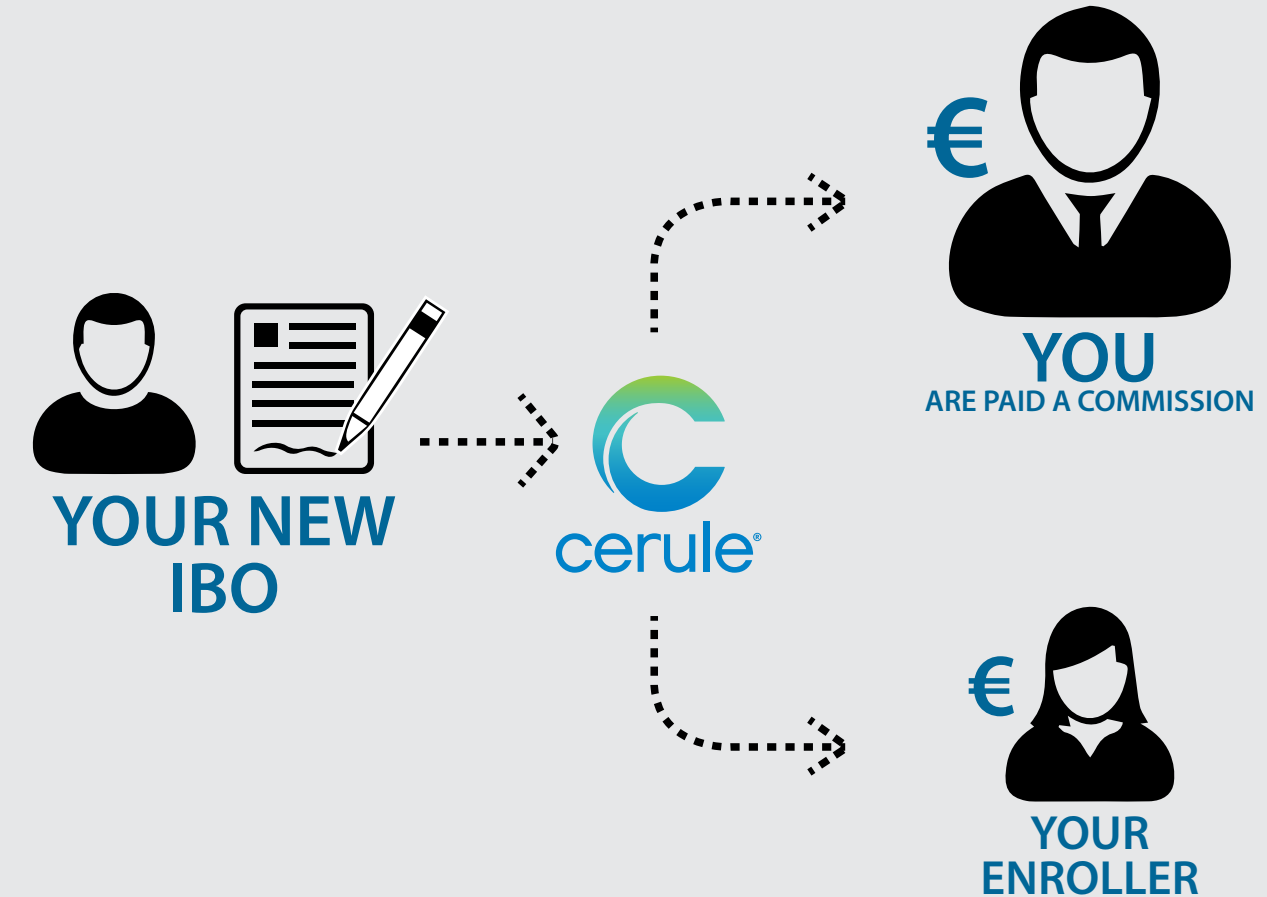
Starter kit is mandatory to become IBO in all European markets.

For each **Mini FastStart Pack** you sell, you earn 45€\*. Your Enroller earns a 22,5€\* matching bonus.

For each **FastStart** or **FastStart Plus+** you sell, you earn 90€\*. Your Enroller earns a 45€\* matching bonus.

For each **Fast Start Cerule Skin pack** you sell, you will earn 53€. Your enroller will earn 26,5€ matching bonus

## EVERY TIME YOU ENROLL A NEW IBO



\* Bonuses shown are applicable in all European Markets and are in Euros. The amounts may change in other markets and currencies.

# RANK ADVANCEMENT REWARDS

This bonus is a one time payment when you qualify at a new rank within a given period. These are calculated and paid monthly.

TARGET RANK	NO. OF CALENDAR MONTHS (Required to qualify for Fast Track Rewards)	POTENTIAL REWARD OPTIONS	
		FAST TRACK REWARDS	RANK REWARDS
1K	1 MONTH	90€ *	45€ **
3K	1 MONTH	270€ *	90€ **
7.5K	2 MONTHS	675€ *	270€ **
15K	2 MONTHS	1350€ *	450€ **
25K	3 MONTHS	2250€ *	675€ **
50K	4 MONTHS	4500€ *	900€ **
<b>13 MONTHS</b>		<b>9135€ *</b>	<b>2430€ **</b>

\* Bonuses shown are applicable in all European Markets and are in Euros. The amounts may change in other markets and currencies.

\* You must achieve each rank in the number of months specified to earn this potential FastTrack Reward.

\*\* There is no required timeline or deadline to achieve this bonus. If you are unsuccessful in advancing in rank within the FastTrack Timeline, you are still eligible to achieve the Rank Advancement Reward in the Rank Rewards column.

NOTE: If you achieve a rank during a calendar month, you must maintain this rank until the monthly commissions are calculated at the end of each month to qualify for Rank Advancement Rewards.

# 3 AND FREE PROGRAM

**Each month you have 3 preferred customers order and pay for a Wellness Pack, you will receive your Wellness Pack FREE**

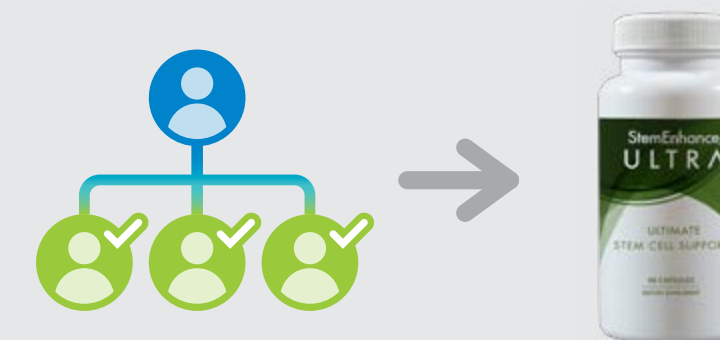
Enroller must be on Wellness Pack to qualify for their free wellness pack because the free wellness pack will be deducted from their next month's autoship.



You can also have the Wellness Plus Pack and the Pack of 3 StemEnhance Ultra for free if you have 3 preferred customers with a pack of 3 food supplements.

**Get 3 "New" retail and/or retail preferred customers within the month and receive 1 free bottle of product.**

Enroller must be on Autoship to qualify as the free bottle will be deducted from their next month's autoship.



Product of your choice

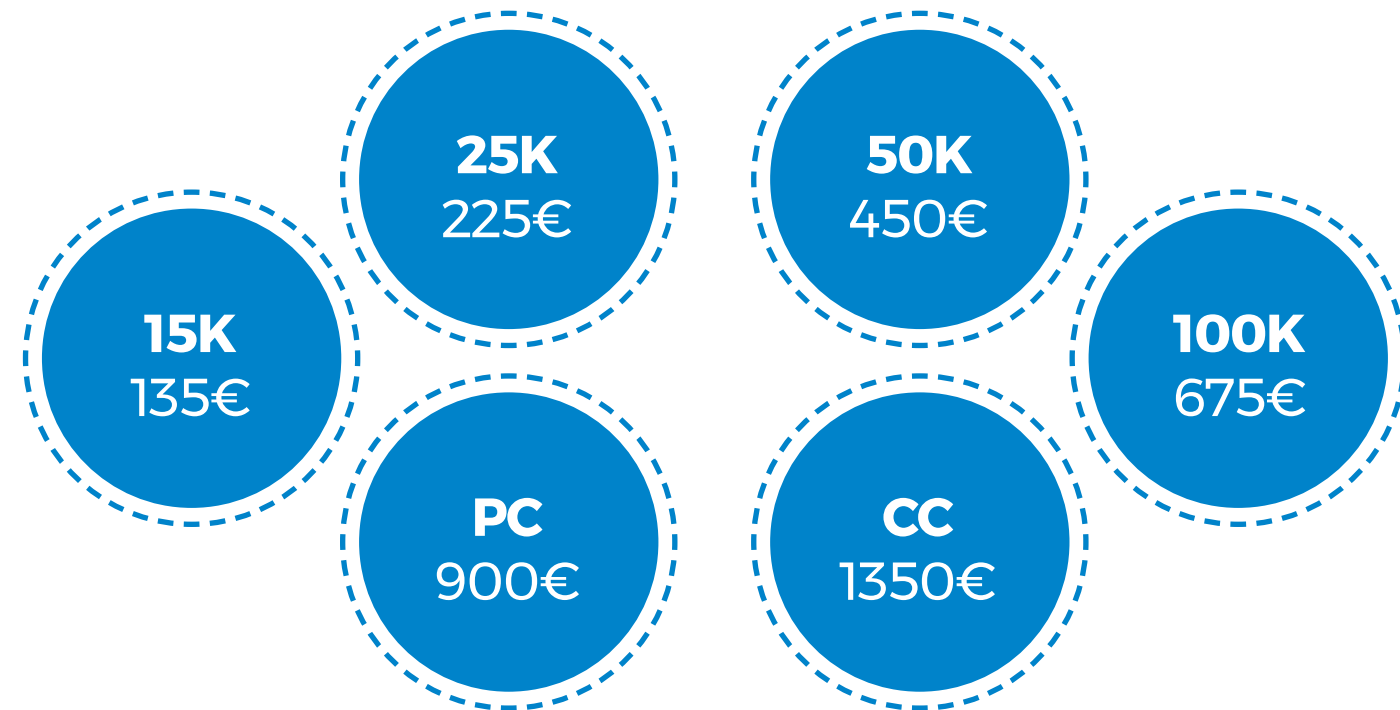
You can also have the Cerule Skin Pack for free if you have 3 preferred customers having the very same pack.

## CAR PROGRAM

Once you get to 15k, you will start to earn an additional monthly bonus to be used for a car payment. The bigger your business grows, the bigger your car bonus grows – starting from 135€/month up to 1350€/month! It is calculated and paid monthly.

To qualify the Business Owner must be paid at rank of 15K or higher (refer to Pay Plan table).

Business Owners must provide paperwork to identify that they have completed all the requirements set forth by Cerule. If they do not comply, they will receive half of the specified amount shown at each level (refer to Pay Plan table).



**Imagine driving the car of your dreams, paid for by Cerule!**

\*Bonuses shown are applicable in all European Markets and are in Euros. The amounts may change in other markets and currencies.

## TRAVEL REWARDS

The Cerule Pay Plan includes not one, but two extraordinary incentive trips annually.



**50K TRIP**

When you are first paid at the 50K rank for four months consecutively, you will have booked a place for you and your partner on the next, all-expense paid, 50K Trip.

To be eligible to attend, Business Owners must qualify at 50K rank for four months consecutively. If they do not meet 4 consecutive months PRIOR to the trip they cannot attend that year but will be able to attend the following year once the qualifications are met.



**PRESIDENTS' CLUB TRIP**

Getting to, and maintaining, the rank of President or above for eight of the twelve months in a year will ensure you and your partner are on the annual Presidents' Club Trip.

To be eligible Business Owners must qualify at Presidents rank for eight months in a 12-month period.

# CERULE REGIONAL EVENTS

No one throws a party like Cerule. At our Cerule Regional Events, we pull out all the stops because at Cerule, we believe in celebrating you and your extraordinary success. Our flagship events are power-packed with world-class leadership training sessions, networking opportunities, exclusive product launches and the highlight of all... our inspiring Awards and Recognition Gala. These events are never to be missed!

**CELEBRATING YOU AND YOUR EXTRAORDINARY SUCCESS.**

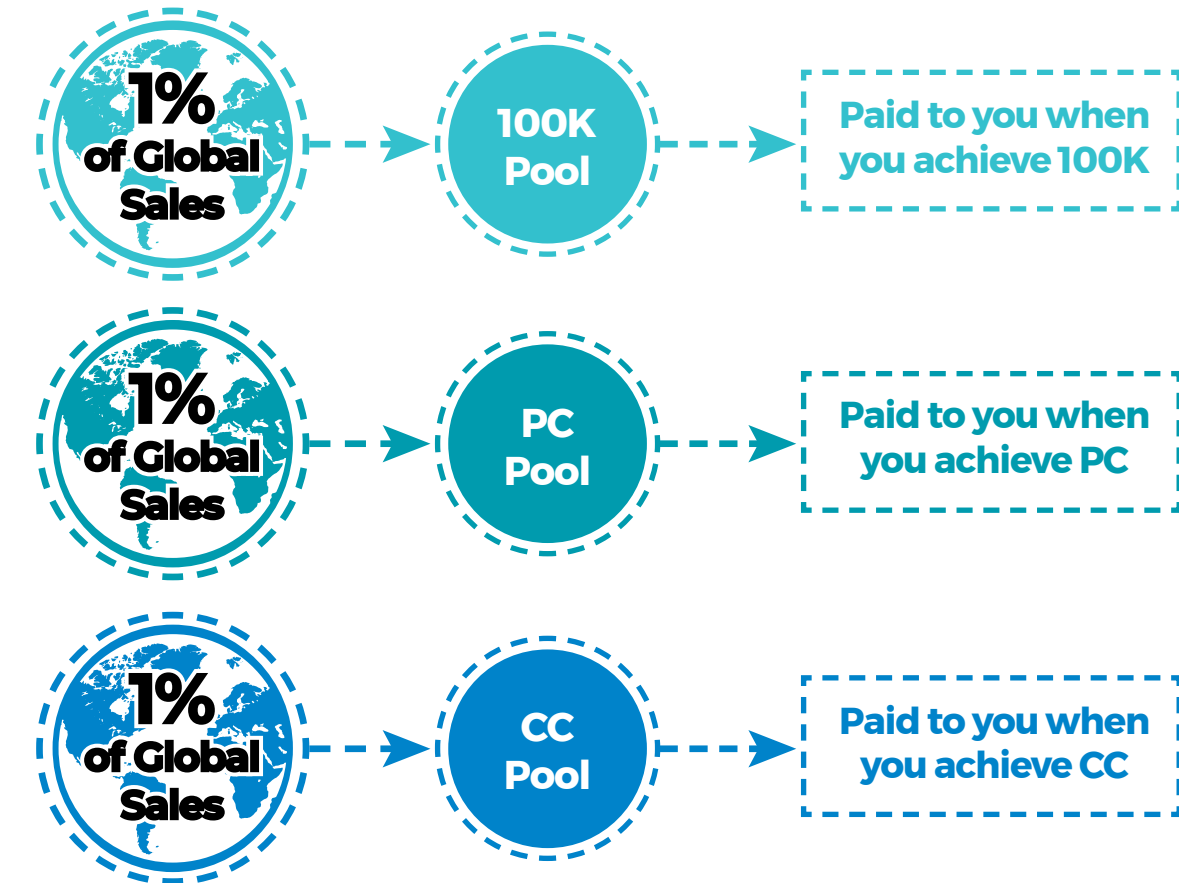


# BONUS POOLS

**The Cerule Pay Plan has not one, but three generous bonus pools.**

1% of global sales (CV) goes in to each of the pools. All you need to do to earn a share of the 100K pool is to qualify at 100K! When you qualify as President, you not only earn a share in the 100K pool, but also in the Presidents' Club pool.

When you qualify at Chairmans' Club, you earn a share of the 100K pool, the Presidents' Club pool, and up to 1 full share in the Chairmans' Club pool, too! A full share of the Chairmans' Club pool is earned by qualifying at Chairman and helping your team to qualify at President.



\*All pools accrue monthly. The 100K pool is also paid monthly, while the President and Chairman pools pay out annually.

## 100K POOL

This bonus is calculated and paid monthly.

To qualify the Business Owner must have a paid rank of 100K or higher (refer to Commission Structure table).

Business Owners earn 1 share in the pool if they have a Paid As Rank of 100K or higher. The total number of achievers are calculated, and the pool is divided between all achievers and paid in its entirety each month.

## PRESIDENT'S POOL

This bonus is calculated and paid annually.

To qualify the Business Owner must be in an active status, have a paid rank of President (refer to Commission Structure table).

Business Owners earn 1 share in the pool if they have a Paid As Rank of President or Higher. The total number of achievers are calculated, and the pool is divided between all achievers and accrued in its entirety each month.

## CHAIRMAN'S POOL

This bonus is calculated and paid annually.

To qualify the Business Owner have a paid rank of Chairman (refer to Commission Structure table).

Business Owners earn a percentage of one share in the pool if they have a Paid As Rank of Chairman or Higher. The total number of achievers are calculated and accrued based on the table below in its entirety each month.

Qualified As		Percentage Earned
Qualify as Chairman (500K)	Chairman20	Get 20% of 1 Pool Share
Chairman + 1 Presidents Leg*	Chairman40	Get 40% of 1 Pool Share
Chairman + 2 Presidents Legs*	Chairman60	Get 60% of 1 Pool Share
Chairman + 3 Presidents Legs*	Chairman80	Get 80% of 1 Pool Share
Chairman + 4 Presidents Legs*	Chairman100	Get 1 FULL Pool Share

# UNILEVEL BONUS

This bonus is paid to Business Owners through 7 levels of the IBOs organization with full dynamic compression and paid monthly. It's easy to understand; you are paid on more levels as your rank increases.

To qualify the Business Owner must be in an active status and have the required GQV and PV or PAV at their rank (refer to Pay Plan table).

	IBO	1K	3K	7.5K	15K	25K	50K	100K	President	Chairman
Level 1	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Level 2		5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 3			7%	7%	7%	7%	7%	7%	7%	7%
Level 4				5%	5%	5%	5%	5%	5%	5%
Level 5					5%	5%	5%	5%	5%	5%
Level 6							5%	5%	5%	5%
Level 7								1%	3%	3%

# RETAIL BONUS

Find below the retail bonuses you get depending on what you customer or preferred customers have ordered.

To qualify the Business Owner must be in an active status.

You also have the possibility each time you refer customers, in addition to the free consumption, for each order placed by one of your privileged customers/customers, to receive a profit margin, the amounts of which are as follows according to the orders placed.

	Product in monthly order	Product in punctual order	Cerule Skin Pack	Wellness Pack & Wellness Pack Plus	Sport Pack & Sport Pack Plus
Profit Margins	9€ / product	15€ / product	10€ / pack	15€ / pack	25€ / pack

Then, 7 sponsor lines will receive commissions calculated according to the percentages in the commission table below, based on the commissionable points (CV) of these orders.

# MATCHING PAY BONUSES

Once IBOs reach 25K, the Cerule Pay Plan pays you a matching pay bonus. This bonus pays up to 5% the commissions earned by those on your first three levels. This encourages the building of strong teams. It is calculated and paid monthly.

To qualify the Business Owner must have a paid rank of 25K or higher (refer to Pay Plan table).

	25K	50K	100K	P	C
LEVEL 1	3%	4%	5%	5%	5%
LEVEL 2	2%	3%	4%	4%	4%
LEVEL 3	1%	2%	3%	3%	3%



# CUSTOMER TYPES

Customers fall into three (3) Customer Type categories:



**Retail Customer**

Purchase product at Retail Price. They are not eligible for commissions, or bonuses. They cannot have an autoship.



**Preferred Customer**

Purchase product at Preferred Customer Price. They are not eligible for commissions, or bonuses. They to have an autoship.

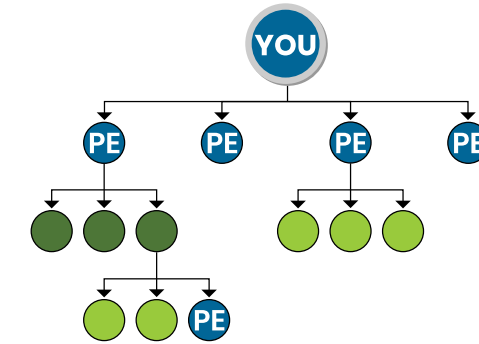


**Business Owner**

Purchase product at wholesale price. They are allowed to enroll Retail Customers, Preferred Customers and Business Owners. Business Owners have the ability to earn commissions and bonuses and everything shown in the Cerule Pay Plan.

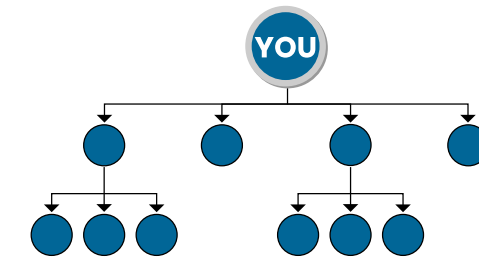
# HIERARCHICAL TREES

The Plan uses two (2) hierarchical trees:



## Enroller Tree

The Enroller Tree is an organizational structure that tracks who brought whom into the company. It has unlimited depth and width. All Customer types are allowed in this tree.

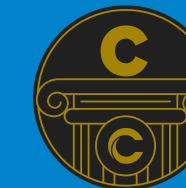
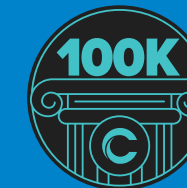
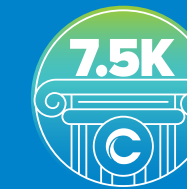


## UniLevel Tree

The Unilevel Tree is an organizational structure that tracks the position of people in your organization. Only IBOs appear in this tree.

# RANKS

The Pay Plan includes the following ranks:  
IBO, 1K, 3K, 7.5K, 15K, 25K, 50K, 100K,  
President and Chairman



# QUALIFYING FOR BONUSES

An Enrollment or Matching bonus is earned every time you enroll an Independent Business Owner (IBO) on each sign-up pack. The IBO who enrolled the new Business Owner on one of these packs earns an Enroller bonus and the upline earns a Matching bonus if qualified.

To qualify for bonuses the IBO must be in “active” status and have 50 QV\*.

# QUALIFYING FOR MONTHLY COMMISSIONS

These commissions include Unilevel, Matching Pay, Retail, Car bonuses and Bonus Pools. They are calculated using a calendar month and paid on the 15th of the following month.

To qualify for commissions the IBO must be in “active” status and have the specified PV / PAV for each rank. Refer to the Pay Plan chart for each rank.

## PERIOD TYPES

Bonuses and volume are separated out by the following two Period Types:



### Monthly

Monthly bonuses and volume are calculated based on a calendar month and paid on the 15th of the following month. Retail/Preferred Profit Bonus, Unilevel bonus, Unilevel Match, Car Bonus, 100k Pool and Presidents Pool are included in the monthly payment.



### Weekly

Weekly bonuses are calculated weekly, a week is Monday to Sunday, and paid two weeks following the enrolment. Fast Start Bonus and Fast Start Matching Bonuses are included in the weekly payment.

## CERULE PAY PLAN TABLE

Rank	Business Owner	1K	3K	7,5K	15K	25K	50K	100K	President	Chairman
Group Volume (GQV)*	50	1000	3000	7 500	15000	25000	50000	100000	200000	500000
Leg Cap (CGQV)	n/a	n/a	n/a	4500	9000	15000	25000	50000	100000	250000
Personal Volume (PV) OU	50	100	200	300	400	500	500	500	500	500
Personal Autoship (PAV)	50	100	100	150	200	200	200	200	200	200
Level 1	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Level 2		5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 3			7%	7%	7%	7%	7%	7%	7%	7%
Level 4				5%	5%	5%	5%	5%	5%	5%
Level 5					5%	5%	5%	5%	5%	5%
Level 6							5%	5%	5%	5%
Level 7								1%	3%	3%
100K Bonus **									1%	
President's Bonus (monthly)										1%
Chairman's Bonus (annual)										1%
Matching Pay Bonus - Level 1						3%	4%	5%	5%	5%
Matching Pay Bonus - Level 2						2%	3%	4%	4%	4%
Matching Pay Bonus - Level 3						1%	2%	3%	3%	3%
Car Bonus					135 €	225 €	450 €	675 €	900 €	1350 €
50K Trip***							*			
Annual Presidents Trip									*	*

\* A maximum of 1000 points from your PVs count towards the calculation of your GQV  
 \*\* The 1% 100K Bonus is calculated on Cerule's worldwide sales CVs and paid monthly!  
 \*\*\* Qualification to the unique 50K Stay (1 50K trip per business owner - including your spouse's trip)

### Become a Business Owner and Additional Packs

	PRICE	QV	CV	BONUS	MATCHING BONUS
StarterKit*	69 €	50	0	-	-
FastStart Mini Pack	110 €	100	0	45 €	22,5 €
FastStart Pack	260 €	250	0	90 €	45 €
FastStart Cerule Skin Pack	146 €	220	0	53 €	26,5 €

\* The purchase of the starter kit is mandatory to become a distributor. The Mini Fast Start and Fast Start add-on packs are only available when you purchase the starter kit.

QV = Volume of Qualification  
 CV = Volume of commissions  
 PAV = Personal Volume in Monthly Orders (Includes your customers' volume)  
 PV = Personal Volume (Includes your customers' volume)

### Bonus Chairman Conditions

The 1% Chairman bonus is calculated on the monthly CVs, worldwide sales cumulated annually pro rata to the number of months of qualifications and paid at the summit.

Qualify as Chairman	Chairman	Get
Chairman + 1 Branche Président*	Chairman 20	Get 20% of 1 Bonus Share
Chairman + 2 Branches Présidents*	Chairman 40	Get 40% of 1 Bonus Share
Chairman + 3 Branches Présidents*	Chairman 60	Get 60% of 1 Bonus Share
Chairman + 4 Branches Présidents*	Chairman 80	Get 80% of 1 Bonus Share
Chairman + 5 Branches Présidents*	Chairman 100	Get 100% of 1 Bonus Share

\*Presidents' Branches must be Active

# GLOSSARY OF TERMS



## Independent Business Owner (IBO)

Someone who has enrolled with Cerule and has the ability to earn bonuses and commissions.



## Qualification Volume (QV)

Volume a specific product will contribute for qualification purposes.



## Commissionable Volume (CV)

Volume a specific product will contribute toward commission calculations.



## Group Qualification Volume (GQV)

Total QV from purchases within the commission period in an IBO's downline to infinite depth. This value includes the IBO's own personal purchases.



## Capped Group Qualification Volume (CGQV)

Total GQV capped at a particular value per leg. This includes PV.



## Personal Volume (PV)

Qualification volume from personal orders up to a maximum of 1000QV and orders of personally enrolled retail and preferred customers.



## Personal Autoship Volume (PAV)

Qualification volume from personal recurring orders only. Preferred Customer orders are included in the value.



## Active

Business Owner that has at least 50 PV or PAV in the current period.



## Commission Qualified (CQ)

The Business Owner is active status and has the required GQV and PV or PAV at their rank (refer to Commission Structure table).



## Active AutoShip

The Business Owner has an Autoship that was paid in the calendar month.



## Autoship Base

Order that processes monthly on a chosen date.



## Full Dynamic Compression

When an IBO in your downline is not active, their position is compressed and disregarded for commissions, meaning you can earn deeper.



## Paid Rank

The rank a Business Owners commission is paid at.



## Level

The position between Business Partners in an organization.



## Car Paperwork Submitted

If the Business Owner has submitted the paperwork for the Car Bonus.

# PAY PLAN QUESTIONS & ANSWERS

## INDEPENDENT BUSINESS OWNERS

### Does an IBO have to renew their membership?

Yes, renewal is 20€ annually. However, if the IBO has had 12 consecutive autoship orders in the previous 12 months, their renewal fee is waived.

### Is there a website maintenance fee?

No

### What is an Active IBO?

To be Active, you have at least 50PV or 50PAV and 50GQV in the current period.

### What is an In-Active status?

Not eligible for commissions or bonuses. IBO becomes In-Active if they do not meet the above criteria.

### How can I change my enroller/sponsor?

You would need 7 upline approval. If your 7 uplines do not approve the change, you will need to terminate your account, stand down for 6 months and create a new account. Any downline you had cannot be moved to your new account.

## RETAIL/PREFERRED CUSTOMERS

### Can retail customers order bulk packs?

No

### If a preferred customer places a quick order, what price do they pay?

Retail price for quick orders and preferred price on Autoship.

### Do orders from the IBO's retail and preferred customers count towards their Personal Volume?

Yes, preferred customers and retail customers orders count towards the IBO's PV.

## COMMISSIONS

### Is PV & PAV the same?

No. PV is Personal Volume. PAV is Personal Autoship Volume.

### When are commissions paid?

Enroller and upline enroller bonuses are paid weekly, two weeks following the enrollment. All others are paid monthly on the 15th day of the following month.

### When is the cut-off for commissions calculations?

Midnight on the last day of each calendar month. Central Time, USA.

### What is Full Dynamic Compression/Dynamic Compression?

Dynamic Compression 'skips' any level that does not meet the qualification criteria to earn the commission. The system will try to pay out all levels, continuing up the tree until it can find someone who is qualified for the bonus.

**How many levels can I earn commissions on?**

Seven, but due to compression it is possible to earn commissions from additional levels. Bonus pools are also paid out on total company-wide volume.

**How many levels count towards my GQV?**

All levels

**What is the GQV leg cap?**

No more than the specified GQV can come from one leg. Eg. If you need 25,000, no more than 15,000 can be taken from a single leg. Refer to Pay Plan chart.

**What is a Matching Pay Bonus?**

Matching pay bonus is paid from rank 25K and up. It is a percentage on the first 3 levels (by enroller) total monthly commissions (excluding enroller bonuses, rank advancement rewards, pool shares, or car bonuses) Eg. It is a percentage of the total commission earned by all IBO's you have personally enrolled, and their personally enrolled and their personally enrolled (3rd level)

**What is the 100K Pool and when is it paid?**

Once you reach the rank of 100K, you are entitled to a share of the global CV in the month that you reach this rank and every month on maintaining this rank or above. The 100K Pool is paid monthly.

**What is the Presidents' Pool and when is it paid?**

Once you reach the rank of President, you are entitled to a share of the global CV in the month that you reach this rank and every month on maintaining this rank or above. Presidents' Pool checks will be presented annually.

**How do I qualify for an enroller bonus?**

You must have 50QV in the period of your new enrollment to qualify for your enroller bonus. Same rule applies to your upline if they are to receive the matching upline bonus. If you do not qualify for your enroller bonus, your upline will not qualify for their matching enroller bonus.

**AUTOSHIPS****Do I need to have an Autoship in the month I sign up to be a qualified IBO?**

No, you are automatically qualified for your first calendar month.

**What frequency can my Autoship be?**

Monthly

**If an IBO cancels their Autoship, can they earn commissions?**

Yes, as long as they have the required PV/PAV and remain active.

**If an IBO postpones their Autoship, can they still earn commissions?**

Yes, as long as they have the required PV/PAV and remain active.

**RANK ADVANCEMENT REWARDS****Is this calendar month related?**

Yes. If you achieve a rank during a calendar month, you must maintain this rank until the monthly commissions are calculated at the end of each month to qualify for Rank Advancement Rewards.

**How many months in total do I have to complete the Fast Track Rewards?**

IBOs who joined/enrolled after Rank Advancement Rewards were announced have a total of 13 months which is split into specified months for each rank. Existing IBOs need to advance to the nearest rank, and once achieved, you earn Rank Rewards, then your countdown starts to advance to the next rank and earn Fast Track Rewards. (Rank Rewards have no specified timeframe - see chart)

**When do I get paid the Fast Track or Rank Rewards?**

They are paid with the monthly commissions. If you achieve a rank during a calendar month, you must maintain this rank until the monthly commissions are calculated at the end of each month.

**How can existing IBOs participate (anyone who joined/enrolled before Rank Advancement Rewards was announced)?**

Existing IBOs need to advance to the nearest rank, and once achieved, you earn Rank Rewards, then your countdown starts to advance to the next rank and earn Fast Track Rewards. I.e. John has 10,000 CGQV. When he reaches 15K, he will be paid the Rank Rewards. He then has 3 months to advance to 25K to receive the Fast Track Rewards.

**If I reach 3K within 1 month from my enrollment date, do I then get a total of 3 months to reach 7.5K?**

No, your 2 months to achieve 7.5K, starts from the time that you achieved 3K.

**Can I skip a rank? I.e. I achieved 1K, I have 1 month to get to 3K, but I don't qualify, however, I do achieve 7.5K in 2 months from the date I qualified for 1K. Do I qualify for the 7.5K bonus?**

Yes, because you achieved 7.5K in the allocated time for Fast Track Rewards, you are automatically then eligible for Fast Track Rewards. You are also eligible for Rank Rewards for 3K.

**Can I move between the Fast Track Rewards and Rank Rewards? I.e. I enroll 1st February 2018 and achieve rank 1K by the 28th February 2018 so I get paid the Fast Track Reward. I don't achieve rank 3K within the next 1 month, but once I do achieve 3K, can I receive the Rank Reward and then be eligible for Fast Track Rewards for 7.5K.**

Yes, after qualifying for a rank, over the number of months for Fast Track Rewards, you will be paid Rank Rewards. You are then eligible to qualify for the next rank in the specified number of months for Fast Track Rewards.

**If I don't achieve a rank in the given time for Fast Track Rewards, can I still earn a bonus?**

Yes, when you achieve the rank, if the number of months is more than specified for the Fast Track Rewards, you will earn the Rank Rewards. I.e. If you reach 3K in 2 months, you would receive the Rank Rewards, not the Fast Track Rewards.

**What happens if I don't achieve a rank in the time allocated on the Fast Track?**

It's okay. When you reach the next rank you will still be paid the Rank Rewards instead of Fast Track Rewards.

**If I advance two ranks in one time allocation, do I get both bonuses? I.e. I advance from 3K to 15K in 3 months.**

Yes, you would get all bonuses. I.e. If you advance from 3K to 15K in 3 months, you would earn Fast Track Rewards for both ranks.

**How many months in total do I have to complete the Rank Rewards?**

No total number of months to apply. You can take as long as you want to.

**Where can I see how long I have to achieve my new Fast Track Rewards?**

On the home page in your back office.

**3 & FREE - WELLNESS PACK**

**How do I qualify?**

To qualify, you need to enroll three retail preferred customers on a Wellness Pack Autoship in the given month and have a Wellness pack on Autoship yourself. In order to continue to receive your Wellness Pack for free you must maintain three retail preferred customers on a Wellness Pack Autoship.

**What do I earn?**

If you qualify, we will automatically make your next month's Wellness Pack autoship order free.

**What if I do not have a Wellness Pack on Autoship?**

Then you will not qualify for the free order.

**Must the Wellness Packs be on Autoship?**

In exchange for the awesome pricing and free shipping (in some markets) on Wellness Packs, they are available on Autoship only. Moreover, Wellness Packs are "use it or lose it" special offers. If you cancel your Wellness Pack you will not be able to add them to your Autoship again in the future.

**What if one of my preferred customers stops ordering a Wellness Pack?**

You need three to qualify for your FREE Wellness Pack, so, you need to ensure you have three customers on a Wellness Pack at all times to receive yours for FREE. You would have to replace any customer who quit with a new customer on a Wellness Pack.

**If I have less than three personally enrolled on a Wellness Pack, is mine still free?**

No, you must have three.

**Can I have one customer drop off and get another before my Autoship is placed, Will mine be free?**

Yes, as long as three process before the end of the calendar month, yours will be FREE the following month.

**I am an IBO and I have three personally enrolled IBOs on a Wellness Pack, is mine FREE?**

No, 3 and Free is a retail program. You need three retail preferred customers on a Wellness Pack.

**Can I have other products on my Autoship as well as a Wellness Pack?**

Yes

**How many free Wellness Packs can I earn?**

You are limited to ONE free Wellness Pack per month. If you have three preferred customers on Autoship and you enroll three new retail preferred customers they will count towards the 3 and Free bottle promotion, but will not enable you to earn additional free Wellness Packs. There is no carry over from month to month on any new retail preferred customers above and beyond your three current customers unless they are used to maintain your one free Wellness Pack.

**Do the free Wellness Packs pay commission and help me qualify?**

Yes, and Yes! They carry full QV and CV!

**3 & FREE**

**How do I qualify?**

To qualify, you need to enroll three NEW retail and/or Preferred customers in a single month, and be on Autoship yourself.

**What do I earn?**

If you qualify, we will automatically credit your Autoship order the following month with a discount equivalent to one free bottle of product.

**What if I don't have an Autoship?**

Then you will not qualify for the free product.

**Must the retail customer be on Autoship?**

No, All new Retail and Preferred (Autoship) customers count.

**Do the free products pay commission and help me qualify?**

Yes, and yes! They carry fully QV and CV!

**How many free bottles of product can I earn?**

There is no limit to how many free products you can earn, however, the free product discount is applied to your next month's Autoship, and so the quantity of product on that order effectively limits how many free products you can earn. There is no carry over from month to month.

**AWARD TRIPS/SUMMIT**

**When and where is the 50K trip?**

The date and venue will be announced at Summit each year.

**How many times can I attend the 50K trip?**

When you reach the rank of 50K and maintain it for four consecutive months, you and your life partner will be eligible to attend the given year's trip once only.

**When and where is the President's trip?**

The date and venue will be announced at Summit each year.

**How many times can I attend the President's trip?**

When you reach the rank of President or higher and maintain it for 8 out of 12 months, you and your life partner will be eligible to attend the given year's trip and subsequent trips every time requirements are met.

**When and where is Summit?**

It will be in the summertime each year, dates and venue to be announced for the following year at each Summit.

## CAR BONUS

### **When do I get the car bonus paid?**

The car bonus is paid with your monthly commissions. You must submit a photo of your vehicle with its Cerule signwriting to receive your car bonus in full. Until this is received, you will only receive half of the car bonus.

### **Do I have to use the car bonus towards a lease on a car?**

No, you don't have to use the car bonus to pay for a lease of a car.

## SHIPPING

### **Can shipping be waived when more than one order is being sent to the same address?**

No, orders cannot be sent together to avoid shipping charges.

### **Can I get free shipping?**

Yes, if you buy a wellness pack or 4 or more bottles on an autoship.

## SUSPENSIONS/TERMINATIONS

### **If my account had been terminated by Cerule, can I order again?**

At the discretion of Cerule, the decision would be based on the reason for termination.

### **Why would my account be suspended?**

If the Compliance department is notified that a member is selling product in breach of the P&P's or any other breach of the P&P's. Commissions will accumulate but will not be paid.

### **If my account has been suspended, can I order again?**

At the discretion of Cerule, the decision would be based on the reason for the suspension.

### **Compliance Department email**

[infoeurope@cerule.com](mailto:infoeurope@cerule.com)