

PURE  ROMANCE

INCOME  
YOU  
DESERVE

2012 COMPENSATION PLAN

## INCENTIVES DESIGNED FOR SUCCESS

Now more than ever, Pure Romance is stepping up its compensation plan to encourage our expanding network of Consultants to boost sales and grow their downlines. With new ways to earn Free Product, a cash bonus, or even a car payment each month, there's never been a better time than now to be a part of the Pure Romance sisterhood!



## YOUR PATH: UNLIMITED WEALTH

As a Pure Romance Consultant, you have the luxury of writing your own paycheck. Are you looking for a new refrigerator or a new kitchen? A new dress or a new wardrobe? It's all up to you! Each party you hold and product you sell earns you a percentage of the sales—that's money in your purse, immediately! The best part is, as your Buying Discount increases, so does your profit—which helps you reach your financial dreams even faster. These increases come when, with support and mentorship, you build your team of Consultants focused on achieving their dreams.

### BUYING DISCOUNTS AND OVERRIDE BONUSES

When you build your team, your income potential grows, making true financial freedom a reality for you. You'll be compensated in the form of an Override Bonus based on the Retail sales of each woman on your team. The more successful your team becomes, the more money you will earn!

Many Pure Romance Consultants receive thousands of dollars each month in Override Bonuses simply by supporting their downline. Take advantage of all Pure Romance has to offer, and you can be one of them! Review the Override Bonus chart below to see what a difference these bonuses can make!

Simply maintain the number of Active Consultants indicated below to keep your increased Buying Discount—and achieve the monthly minimum in personal Retail sales to unlock even greater earning potential through Override Bonuses!

CONSULTANT LEVEL	ACTIVE 1 <sup>ST</sup> DOWNLINE	ACTIVE 2 <sup>ND</sup> DOWNLINE	BUYING DISCOUNT	MONTHLY MINIMUM	OVERRIDE LEVEL 1	OVERRIDE LEVEL 2
CONSULTANT	0	0	35%	—	—	—
ADVANCED CONSULTANT	1	0	40%	\$600	2%	2%
SENIOR CONSULTANT	3	1	45%	\$1,200	2½%	2½%
DIRECTOR	6	2	50%	\$2,000	3½%	3½%
SENIOR DIRECTOR	18	6	55%	\$3,000	5%	5%
NATIONAL DIRECTOR	30	30	55%	\$3,000	6%	5%

### PERFORMANCE LEVEL

Achieve a Performance Level by sponsoring two new Consultants in the same calendar month. New Consultants must join and Activate within the same calendar month to count towards the Performance Level qualification.

CONSULTANT LEVEL	ACTIVE 1 <sup>ST</sup> DOWNLINE	ACTIVE 2 <sup>ND</sup> DOWNLINE	# OF NEW CONSULTANTS SPONSORED PER MONTH	BUYING DISCOUNT	MONTHLY MINIMUM	OVERRIDE LEVEL 1	OVERRIDE LEVEL 2	OVERRIDE LEVEL 3	OVERRIDE LEVEL 4
SENIOR DIRECTOR (Performance Level)	18	6	2	55%	\$3,000	5%	5%	1%	1%
NATIONAL DIRECTOR (Performance Level)	30	30	2	55%	\$3,000	6%	5%	1%	1%

*The Active Consultants you personally sponsor constitute your 1<sup>st</sup> level downline. The Active Consultants sponsored by the Consultants in your 1<sup>st</sup> level downline constitute your 2<sup>nd</sup> level downline. The Active Consultants sponsored by the Consultants in your 2<sup>nd</sup> level downline constitute your 3<sup>rd</sup> level downline, and so on. Simply count the Active Consultants in your 1<sup>st</sup> and 2<sup>nd</sup> level downlines and refer to the chart to determine your current Level and Buying Discount.*

### RETAIL SALES BONUS

New in 2012, you can receive even more bonuses based on your monthly personal Retail sales! For any month in which you achieve over \$10,000 in personal Retail sales, you'll receive 5% cash back on your Retail total for that month. The more you do in sales, the more you receive in profits.

### PERSONAL WEBSITE COMMISSIONS

Can you really make money while you sleep? At Pure Romance, you can! You will receive your own professionally designed personal website. It allows customers to shop online from the comfort and privacy of home while you reap the rewards! You will earn up to 55% of each product sold (based on your Consultant level). And on top of it all, the corporate office ships the products directly—and discreetly—to your customers for you!

CONSULTANT LEVEL	WEBSITE COMMISSION
CONSULTANT	35%
ADVANCED CONSULTANT	40%
SENIOR CONSULTANT	45%
DIRECTOR	50%
SENIOR DIRECTOR	55%
NATIONAL DIRECTOR	55%

### FREE PRODUCT

Imagine your next order arriving from Pure Romance with something special inside: products you've selected that are yours absolutely free! When you reach monthly Retail sales goals, you can earn free Pure Romance products. Use the Free Product any way you want: to give as Hostess gifts, to boost your inventory, to give as customer or team incentives—it's all up to you. No matter how you choose to use your Free Product, it's like money in the bank!



MONTHLY RETAIL SALES	CONSULTANT	ADVANCED CONSULTANT	SENIOR CONSULTANT	DIRECTOR	SENIOR DIRECTOR	NATIONAL DIRECTOR
\$1,200	\$30	\$60	\$90	\$120	\$150	\$180
\$2,400	\$60	\$120	\$180	\$240	\$300	\$360
\$3,600	\$90	\$180	\$270	\$360	\$450	\$540
\$4,800	\$120	\$240	\$360	\$480	\$600	\$720
\$6,000	\$150	\$300	\$450	\$600	\$750	\$900

Amounts continue to increase for every \$1,200 in personal Retail sales.



### SPONSOR BONUSES

For each woman you sponsor who becomes an Active Consultant, you will receive a Sponsor Bonus based on the purchase price of her Starter Kit and your Consultant Level. This bonus is our way of thanking you for sharing the Pure Romance opportunity with others.

CONSULTANT LEVEL	\$99 - \$199 KIT PURCHASE PRICE	\$200 - \$500 KIT PURCHASE PRICE	\$501 - \$1,498 KIT PURCHASE PRICE	\$1,499 OR MORE KIT PURCHASE PRICE
CONSULTANT	\$50 IN FREE PRODUCT	\$120 IN FREE PRODUCT	\$150 IN FREE PRODUCT	\$300 IN FREE PRODUCT
ADVANCED CONSULTANT	\$50 IN FREE PRODUCT	\$120 IN FREE PRODUCT	\$150 IN FREE PRODUCT	\$300 IN FREE PRODUCT
SENIOR CONSULTANT	\$50 IN FREE PRODUCT	\$120 IN FREE PRODUCT	\$150 IN FREE PRODUCT	\$300 IN FREE PRODUCT
DIRECTOR	\$25 CASH BONUS	\$60 CASH BONUS	\$100 CASH BONUS	\$200 CASH BONUS
SENIOR DIRECTOR	\$25 CASH BONUS	\$60 CASH BONUS	\$100 CASH BONUS	\$200 CASH BONUS
NATIONAL DIRECTOR	\$25 CASH BONUS	\$60 CASH BONUS	\$100 CASH BONUS	\$200 CASH BONUS

## YOUR REWARD: THE DRIVER'S SEAT

Get your motor running in 2012, because Pure Romance is embarking on the journey of a lifetime—and you're invited to come along! Set your goals high and earn the car of your dreams, whether it is that dream luxury convertible or the must-have family SUV. With extra money from the Car Bonus program, you can hit the road in style!

In addition to Sponsor Bonuses and Override Bonuses, Pure Romance is also happy to reward you with a Car Bonus. You can earn up to \$1,700 each month to use toward the car of your dreams—or maybe toward that never-thought-possible vacation home. This special bonus program allows you to use the money however you wish—to achieve what you never thought possible!

Car Bonuses are based on your monthly Group Sales volume. To determine what you can receive, combine your personal Retail sales with those of your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> downlines. When your group reaches one of the minimums shown below and you reach your monthly personal Retail sales minimum, a Car Bonus will be yours!



MONTHLY COMBINED GROUP SALES	CAR BONUS
\$42,000 - \$63,999	\$100
\$64,000 - \$87,999	\$200
\$88,000 - \$110,999	\$300
\$111,000 - \$157,999	\$400
\$158,000 - \$316,999	\$500
\$317,000 - \$474,999	\$700
\$475,000 - \$791,999	\$900
\$792,000 - \$1,107,999	\$1,100
\$1,108,000 - \$1,424,999	\$1,300
\$1,425,000 - \$1,741,999	\$1,500
\$1,742,000 or more	\$1,700



# PURE ROMANCE

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