

THE *Juice* PLUS[®] COMPANY

Profit & Incentive Guide

You build your own Virtual Franchise™– one customer at a time.

Under our unique Preferred Customer program, you earn a retail profit each time you add a new Juice Plus+® Preferred Customer order. We ship the product, bill your customer, collect the money, and send it to you automatically each month.

JUICE PLUS+® WHOLE FOOD BASED NUTRITIONAL PRODUCTS	Purchase Volume Credit (PVC)	4 Month Installment (Shipping Included)	Preferred Customer Price	Retail Profit
Juice Plus+® Capsules (Fruit, Vegetable, and Berry)	169.50	71.25	265.00	39.00
Juice Plus+® Capsules (Fruit and Vegetable)	106.50	44.50	165.00	23.00
Juice Plus+® Capsules (Berry)	63.00	28.25	100.00	16.00
Juice Plus+® Capsules (Omega)	78.00	33.25	120.00	16.00
Juice Plus+® Chewables (Fruit, Vegetable, and Berry)	181.50	76.75	280.00	38.00
Juice Plus+® Chewables (Fruit and Vegetable)	111.00	47.50	170.00	22.00
Juice Plus+® Chewables (Fruit and Vegetable) Child Serving	55.50	24.50	85.00	11.00
Juice Plus+® Chewables (Berry)	70.50	30.75	110.00	16.00
Juice Plus+® Chewables (Berry) Child Serving	35.25	17.00	55.00	8.00
Complete by Juice Plus+® Shake Mix (4 Pouches)	70.50	30.75	110.00	16.00
Complete by Juice Plus+® Shake Mix Single Serving (60 Servings)	77.25	33.25	120.00	17.00
Complete by Juice Plus+® Combo Pack (60 Servings)	74.25	32.00	115.00	16.00
Complete by Juice Plus+® Nutrition Bars (60 Bars)	70.50	32.50	110.00	16.00
Juice Plus+® Chewables Pocket Packs (Fruit and Vegetable)	63.00	27.00	95.00	11.00
Juice Plus+® Chewables Pocket Packs (Berry)	42.00	19.25	64.00	8.00

TOWER GARDEN BY JUICE PLUS+® PRODUCTS	Purchase Volume Credit (PVC)	Preferred Customer Price	12-Month Installment Price	Retail Profit
Tower Garden® Growing System	352.50	525.00	45.25	55.00
Tower Garden® Family Garden	1,132.50	1,690.00	142.33	180.00
Tower Garden® Community Garden	4,050.00	6,000.00	501.50	600.00
Mineral Blend (A and B)	20.00	40.00	-----	-----
Extension Kit	35.00	70.00	-----	-----
Micro Greens Extension Kit	44.50	89.00	-----	-----
Support Cage	30.00	60.00	-----	-----
LED Indoor Grow Lights	125.00	250.00	-----	-----

As you add new customers and accumulate volume, you qualify to earn commissions, too. Your goal should be to become a Juice Plus+® Virtual Franchisee as quickly as possible, preferably within your first 60 days in the business under our Fast Track program.

To become a:	You accumulate	or Fast Track by accumulating
DIRECT DISTRIBUTOR (6% commission)	\$2000 in PVC over time	\$500 in PVC in your first 30 days
VIRTUAL FRANCHISEE (14% commission)	\$6000 in PVC over time	\$2000 in PVC in your first 60 days

Remember that the business you accumulate does not have to be generated only by your own customers; you also get credit for business generated by other new Representatives you bring into the business. Your only other requirement to earn these positions is to have \$500 in Personal PVC (Purchase Volume Credit in your number) in your qualifying month. (Please refer to definitions.)

Qualify to earn even more by duplicating your efforts with others.

In addition to your retail profit, Juice Plus+® continues to increase your sales commissions and/or offer special Performance and Promote-Out Bonuses as you add new Independent Representatives to your organization and continue to build your Virtual Franchise.

Here's what you can earn:

As a:	Sales Commission	Performance Bonus	Promote-Out Bonus	Business Incentive Bonus*
Virtual Franchisee (VF)	14%	5% for 4 generations		
Sales Coordinator (SC)	22%	5% for 4 generations	4%	
Senior Sales Coordinator (SSC)	22%	5% for 4 generations	4%	Up to 20%
Qualifying National Marketing Director (QNMD)	22%	5% for 5 generations	4%	Up to 20% + Benefits
National Marketing Director (NMD)	22%	5% for 5 generations	4%	Up to 20% + Benefits

* Percentage of earnings

Here's how to qualify for it:

Virtual Franchisee (VF)	\$2,000 in PVC in your first 60 days OR \$6,000 in total accumulated PVC \$500 in "Personal PVC" (Purchase Volume Credit in your number) in qualifying month
Sales Coordinator (SC)	\$8,000 in PVC in your first 6 months Must be Performance Bonus Qualified (PBQ) \$500 in "Personal PVC" (Purchase Volume Credit) in qualifying month 2 of 3 lines must be at the Virtual Franchise level (Special Rules Apply) OR \$12,000 in total accumulated PVC 3 Direct Distributor lines
Senior Sales Coordinator (SSC)	Minimum total of 16,000 Payline (Paid) PVC over a consecutive 2 month period (average 8,000 Payline PVC per month) • No more than 60% of the qualifying PVC for promotion from 1 line Minimum of 4 lines that have been promoted: • 1 line promoted to SC (must be effective by second month) • 2 lines promoted to VF (One must be a 2000+ within past 6 months) • 1 line promoted to DD Must be Performance Bonus (PB) qualified 2 Lines in Performance Bonus (PB) for both months • Must be Working Lines with minimum of 6 active Reps with 3-5 customers, creating minimum of 90 Paid PVC per Rep 3 Club by second month
Qualifying National Marketing Director (QNMD)	Minimum total of 40,000 Payline (Paid) PVC over a consecutive 2 month period (average 20,000 Payline PVC per month) • No more than 60% of the qualifying PVC for promotion from 1 line Must be Performance Bonus (PB) qualified 3 SC lines in Performance Bonus (PB) for both months • Must be Working Lines with minimum of 8 active Reps with 3-5 customers, creating minimum of 90 Paid PVC per Rep 2 SC lines in Promote Out Bonus (POB) for both months One new frontline 2000+ VF Promotion within the past 6 months
National Marketing Director (NMD)	Minimum Total of 100,000 Payline (Paid) PVC over a consecutive 3 month period (average 33,333 Payline PVC per month) • No more than 60% of the qualifying PVC for promotion from 1 line Must be Performance Bonus (PB) qualified 5 SC lines in Performance Bonus (PB) for last 2 of the 3 months • Must be Working Lines with minimum of 8 active Reps with 3-5 customers, creating minimum of 90 Paid PVC per Rep 3 SC lines in Promote Out Bonus (POB) for last 2 of the 3 months One new frontline 2000+ VF Promotion within the past 6 months

If you have questions or require additional information, contact your sponsoring Representative or Service Center (phone: (901) 850-3000 or email: support@juiceplus.com). (Please refer to definitions)

Definitions & Explanations

1. Purchase Volume Credit (PVC) is the portion of the price that applies for qualifications and commissions.
2. Your Personal PVC is the amount of PVC purchased under your Independent Representative number each month.
3. Your downline is all of the Independent Representatives below you in your Juice Plus+ Virtual Franchise.
4. A line is each independent segment of your downline. Each line begins with an Independent Representative you personally sponsor (Frontline) and represents a new and separate line in your organization. For commissions, bonuses or promotion qualification purposes a Working Line is a VF or higher with 6 or more active (3-5 customers) representatives that are commission qualifying in that line.
5. Your Juice Plus+ Performance Bonus Volume is the total of your Personal PVC combined with the Personal PVC of other Independent Representatives in each line of your sales organization who have not yet reached the position of Virtual Franchisee and who are not under a Virtual Franchisee (or higher) in your organization.
6. To qualify to earn a Sales Commission in a given month you must have at least \$90 in Personal PVC that month.
7. A qualifying month is the month in which you meet the qualifications for a particular position in the Profit & Incentive Plan.
8. An effective month is the month immediately following a qualifying month in which you become eligible to earn the various commissions, bonuses, and other benefits associated with the position you have qualified for.
9. Performance Bonus (PB) is a 5% bonus you can begin to earn once you reach the position of Virtual Franchisee. (See "Performance Bonus" below.)
10. A generation is a group of Independent Representatives between PB qualifiers down to and including the next PB qualifier upon which Performance Bonus is paid.
11. Payline is the total PVC upon which Performance Bonus is paid in any particular month.
12. Promote-Out Bonus (POB) is an additional 4% bonus you can begin to earn once you reach the position of Sales Coordinator. (See "Promote-Out Bonus" below.)
13. Business Incentive Bonus (BIB) is another bonus you can begin to earn once you reach the position of Senior Sales Coordinator. It is equal to 5% - 20% of your monthly earnings, subject to Team Structure, based on working legs, a minimum earnings requirement and a maximum bonus amount.
14. Excess PVC is the amount of PVC generated in any given month in excess of the PVC you need to qualify for a particular bonus in that month. (Excess PVC may be carried over to the next month only and used to qualify for that bonus.)
15. Your Sales Coordinator open downline is all of the Independent Representatives between you and the next Sales Coordinator (or higher) below you in each line of your organization.

Once you become a Virtual Franchisee, you are eligible to earn a Performance Bonus (PB) each month on up to 5 generations of Independent Representatives in each of your lines depending on your position in the Juice Plus+ organization. There are 3 ways to qualify for Performance Bonus:

- 1) by generating at least \$1000 in PVC that month (including Excess PVC from the immediate prior month). This qualifies you to earn PB on up to 3 PB-qualified generations in each line.
- 2) by generating at least \$1000 in PVC that month (including Excess PVC from the immediate prior month) AND having at least 4 different lines with a PB qualifier in each line. This qualifies you to earn PB on up to 4 PB-qualified generations in each line.
- 3) by having at least 5 different lines with a PB qualifier in each line with no PVC requirement. This qualifies you to earn PB on up to 4 PB-qualified generations as a Virtual Franchisee, Sales Coordinator, or Senior Sales Coordinator and on up to 5 PB-qualified generations as a QNMD or NMD.

Once you become a Sales Coordinator, you become eligible to earn a Promote-Out Bonus (POB). POB is equal to 4% of the PVC purchased not by your own Sales Coordinator open downline, but by the open downline of the first Sales Coordinator (or higher) in each of your lines down to and including the open downline of the first POB-qualified Sales Coordinator (or higher) in each line. (If the first Sales Coordinator in a line is POB-qualified then your POB bonus PVC begins and ends with the open downline of that first Sales Coordinator.) There are 3 ways to qualify for Promote-Out Bonus:

- 1) by generating at least \$3000 PVC in your own open downline that month (including Excess open downline PVC from the immediate prior month).
- 2) by generating at least \$1500 PVC in your own open downline that month (including Excess open downline PVC from the immediate prior month) AND having at least 2 different lines with a POB-qualified Sales Coordinator (or higher) in each line.
- 3) by having at least 3 different lines with a POB-qualified Sales Coordinator (or higher) in each line with no open downline PVC requirement.