

Juice PLUS+
VIRTUAL
FRANCHISE

Profit & Incentive Guide



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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.

	PURCHASE VOLUME CREDIT (PVC)	WHOLESALE PRICE	PREFERRED CUSTOMER PRICE	4-MONTH INSTALLMENT PRICE	PREFERRED CUSTOMER PROFIT
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Juice Plus+[®] Whole Food Based Nutritional Products

	PURCHASE VOLUME CREDIT (PVC)	WHOLESALE PRICE	PREFERRED CUSTOMER PRICE	4-MONTH INSTALLMENT PRICE	PREFERRED CUSTOMER PROFIT
Juice Plus+ [®] capsules (8 Bottle Carton)	101.25	135.00	156.00	41.75	21.00
Juice Plus+ Vineyard Blend [®]	60.00	80.00	96.00	26.75	16.00
Juice Plus+ [®] Chewables (8 Pouches) Adult Serving	105.00	140.00	160.00	44.50	20.00
Juice Plus+ [®] Chewables (4 Pouches) Child Serving	52.50	70.00	80.00	22.75	10.00
Juice Plus+ Vineyard Blend [®] Chewables	67.50	90.00	107.00	29.50	17.00
Juice Plus+ Complete [®] (4 Pouches)	69.00	92.00	108.00	29.75	16.00
Juice Plus+ [®] Sample Packs	60.00	80.00			

	PURCHASE VOLUME CREDIT (PVC)	PREFERRED CUSTOMER PRICE	12-MONTH INSTALLMENT PRICE	PREFERRED CUSTOMER PROFIT
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Tower Garden[®] by Juice Plus+[®]

	PURCHASE VOLUME CREDIT (PVC)	PREFERRED CUSTOMER PRICE	12-MONTH INSTALLMENT PRICE	PREFERRED CUSTOMER PROFIT
Tower Garden [®] Growing System	* 270.00	499.00	42.58	49.00
Tower Tonic (A and B)	23.97	39.95	-	-
Extension Kit	41.97	69.95	-	-
Tomato Cage	35.97	59.95	-	-

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 your first 30 days
VIRTUAL FRANCHISEE (14% commission)	\$6000 in PVC over time	\$2000 in PVC your first 60 days
* Only 30% of Tower Garden[®] PVC can count toward "Fast Track" qualifications.		

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 Independent 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, NSA 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%	20%
Qualifying National Marketing Director (QNMD)	22%	5% for 5 generations	4%	20%
National Marketing Director (NMD)	22%	5% for 5 generations	4%	20% + Benefits

* Percentage of earnings

Here's how you qualify to earn it:

Virtual Franchisee (VF)	\$6000 in total accumulated PVC OR \$2000 in PVC your first 60 days \$500 in "Personal PVC" (Purchase Volume Credit in your number) in qualifying month
Sales Coordinator (SC)	\$12,000 in total accumulated PVC \$500 in "Personal PVC" (Purchase Volume Credit in your number) in qualifying month 3 "lines" with a Direct Independent Representative (or higher) in each
Senior Sales Coordinator (SSC)	\$28,000 in total accumulated "payline" PVC over a period of 3 consecutive months 3 "lines" with a Virtual Franchisee (or higher) in each 2 "lines" in Performance Bonus for at least 2 of your 3 qualifying months no more than 2/3 of your qualifying PVC from 1 "line"
Qualifying National Marketing Director (QNMD)	\$80,000 in total accumulated "payline" PVC over a period of 4 consecutive months 3 "lines" with a Sales Coordinator (or higher) in each 3 "lines" in Performance Bonus for at least 3 of your 4 qualifying months 2 "lines" in Promote-Out Bonus for at least 2 of your 4 qualifying months no more than 2/3 of your qualifying PVC from 1 "line"
National Marketing Director (NMD)	at least 9 months as a Qualifying National Marketing Director \$300,000 in total accumulated "payline" PVC over a period of 9 consecutive months* 5 "lines" with a Sales Coordinator (or higher) in each 5 "lines" in Performance Bonus for at least 8 of your 9 qualifying months 3 "lines" in Promote-Out Bonus for at least 5 of your 9 qualifying months no more than 2/3 of your qualifying PVC from 1 "line"

* The 9 consecutive months may begin no sooner than the month after your qualifying month as a QNMD. This means that PVC used to qualify for QNMD may not be used to qualify for NMD.

** SSC, QNMD, & NMD promotions are subject to approval by NSA .

If you have questions or require additional information, contact your sponsoring Representative or Juice Plus+® Virtual Franchise® Support (phone: (901) 850-3000 or email: support@juiceplus.com).

Please refer to definitions

Definitions & Explanations

1. **Wholesale Price** is the price at which NSA sells products to its Independent Representatives.
2. **Purchase Volume Credit (PVC)** is the portion of the wholesale price that applies for qualifications and commissions.
3. Your **Personal PVC** is the amount of PVC purchased under your Independent Representative number each month.
4. Your **downline** is all of the Independent Representatives below you in your Juice Plus+® Virtual Franchise®.
5. A **line** is each independent segment of your downline. Each "line" begins with an Independent Representative you personally sponsor and includes every Independent Representative in that person's downline. Each Independent Representative you personally sponsor represents a new and separate "line" in your organization.
6. Your **Juice Plus+® Virtual Franchise® PVC** 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.
7. To qualify to earn a **Sales Commission** in a given month you must have at least \$90 in Personal PVC that month.
8. A **qualifying month** is the month in which you meet the qualifications for a particular position in the Profit & Incentive Plan.
9. 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.
10. **Performance Bonus (PB)** is a 5% bonus you can begin to earn once you reach the position of Virtual Franchisee. (See "Performance Bonus" below.)
11. 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.
12. **Payline** is the total PVC upon which Performance Bonus is paid in any particular month.
13. **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.)
14. **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, a minimum earnings requirement and a maximum bonus amount.
15. **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.)
16. 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.

Performance Bonus (PB)

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.

Promote-Out Bonus (POB)

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.