

LIFEWAVE®

**COMPLETE  
COMPENSATION  
PLAN**





LifeWave's most valuable asset is the talented group of hard-working Distributors that share our products with the world. That's why we're committed to rewarding them with one of the highest commission payouts in all of network marketing.

Inspired by the ingenuity and power of our products, the LifeWave Compensation Plan provides an exceptional opportunity for both immediate and long-term income. Our approach combines the best elements of different types of network marketing plans, and pays commission in five distinct ways.

## COMPOUND MARKETING

### Unlimited Depth Potential

You benefit from a feature we call Compound Marketing. Much like money that earns interest in a bank account, Compound Marketing continually stores and accrues your previous work.

And unlike many companies that require you to build five or more teams, you're only required to build two teams ("legs") with this system.

Best of all, we give you points on all volume generated, no matter how deep in the organization it comes from or who drives the sales. This unlimited depth potential is the essence of the LifeWave Compensation Plan.

# 5 DISTINCT WAYS TO EARN



## 01 RETAIL PROFITS

### Immediate Income

We offer two different ways to **earn income immediately** through retail sales:

- A. You purchase products at wholesale prices and sell to Customers at retail prices
- B. Your Customers order products at retail prices directly from LifeWave, and we automatically send you the retail profits (difference between wholesale and retail) each week

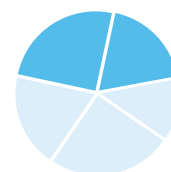
To simplify the creation of continuous revenue, you can even set up your retail Customers for ongoing Autoship. Any Distributor may earn retail profits.



*In LifeWave, anyone who enrolls in order to purchase products at a discount, and who does not earn commissions of any kind, is called a "Wholesale Customer" or "Preferred Customer". Anyone who joins and then earns commissions of any kind is called a "Distributor" as soon as they earn commissions for the first time.*



# 02 PRODUCT INTRODUCTION BONUSES



**This is how you begin earning money each time** you personally introduce a new Member to our products through an enrollment kit. To qualify, you must be in Active Status at the time of enrollment, which requires a minimum order of 55 Personal Volume (PV) per month. The Product Introduction Bonus amount depends on the rank at which each new Member enrolls.

**For each new Member you enroll, you earn this commission on the initial sale of products:**

DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
\$500*	\$300*	\$100	\$50	\$15

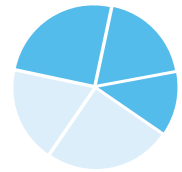
*\*See details on our PIB in section 05 (page 8)*

**Product Introduction Bonuses are also paid** when a personally enrolled Member purchases an upgrade kit, for the purpose of increasing their inventory levels as they build the business. In that case, the payout is the difference between the bonus paid for the lower rank and for the higher rank.

CHANGE IN RANK	BONUS	CHANGE IN RANK	BONUS	CHANGE IN RANK	BONUS
STARTER TO BRONZE	\$15	BRONZE TO SILVER	\$35	SILVER TO PLATINUM	\$250*
STARTER TO SILVER	\$50	BRONZE TO GOLD	\$85	SILVER TO DIAMOND	\$450*
STARTER TO GOLD	\$100	BRONZE TO PLATINUM	\$285*	GOLD TO PLATINUM	\$200*
STARTER TO PLATINUM	\$300*	BRONZE TO DIAMOND	\$485*	GOLD TO DIAMOND	\$400*
STARTER TO DIAMOND	\$500*	SILVER TO GOLD	\$50	PLATINUM TO DIAMOND	\$200*

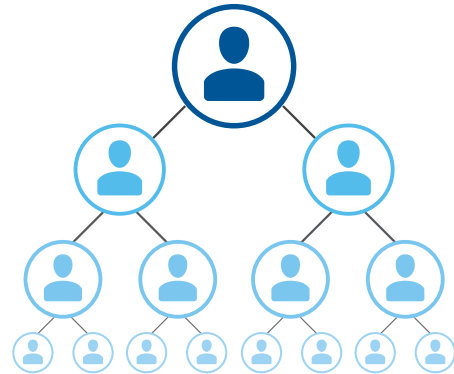
# 03 BINARY COMMISSIONS

## Long Term Residual Income



**A powerful way to build residual income,** your pay is based on a Binary structure, meaning each position may have a maximum of two positions directly under it – one on the left and one on the right (see diagram.)

**When you enroll new Members,** you simply place them on your left or right side. If the positions immediately below you are taken, you place them under the first available position on your left or right. Each Distributor may choose to apply a placement strategy that works best for them. Your sponsor can provide advice on placement.



Commissions are based on everyone’s purchases under your position, no matter who enrolls them, or how far below your position they are. There may be 1,000 people below you on the right and 5,000 people below you on the left, but the volume still travels upline to your position. This is an ideal way to build residual income based on your efforts, and the efforts of those above and below you.

Regardless of depth, all sales fall into both sides until you accumulate a total of 990 Business Volume (BV) points. When 990 points accumulate, with 330 points on one side, and 660 on the other, a cycle occurs and you get paid.

Plus, any excess volume that isn’t used in that cycle is retained for the next one. And as long as you’re on Autoship, or purchase products with a minimum of 55 PV per month, that volume never disappears – it just keeps building and building, waiting for the next cycle to occur.



## To Cycle, You Must Have a Minimum of 55 PV Per Month

**In order to earn, qualifying Distributors must meet the following two simple requirements:**

1. Meet the Downline Active Requirement
2. Have a total of 990 BV to cycle

(330 on your profit leg and 660 on your power leg. Your power leg is the one with the most volume, which could possibly change from week to week.)

*That's it! Every time you obtain these qualifiers, you earn \$50.00!*

### Downline Active Status Requirement

Each Distributor in your downline, who helps qualify you for bonuses and/or commissions, must also maintain Active Status. For example, to qualify for 1st Level Matching Bonuses (in addition to the other qualifications), a Silver Distributor must sponsor at least two Silver or Gold Distributors left, and two Silver or Gold Distributors right.

Each of the four Distributors who help qualify you for 1st Level Matching Bonuses must also be Active (e.g. must purchase a minimum of 55 PV per month).

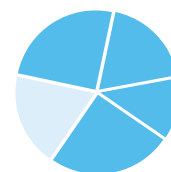
### Weekly Cycle Pay Limits

BV CYCLE PAY MAX	COMMISSION LIMIT
BRONZE	\$5,000
SILVER	\$15,000
GOLD & ABOVE	\$25,000

### Flushing Rule

In order to remain on Active Status, you must purchase a minimum of 55 PV per month. If more than 31 days pass between orders, you will become Inactive and your Business Volume (BV) will flush. Your BV on the left and right legs will be flushed and your volume totals will change to zero.

# 04 COMMISSION MATCHING BONUSES



## Long Term Residual Income

**A second way to create residual income,** Commission Matching Bonuses are based on the organization you build. You can earn bonuses based on Binary Commissions earned by the people you personally enroll, by the people they personally enroll, and the people they personally enroll.

SPONSORSHIP LEVEL	BONUS
LEVEL 1 DISTRIBUTORS YOU ENROLL	25%
LEVEL 2 DISTRIBUTORS ENROLLED BY YOUR 1ST GENERATION	20%
LEVEL 3 DISTRIBUTORS ENROLLED BY YOUR 2ND GENERATION	20%

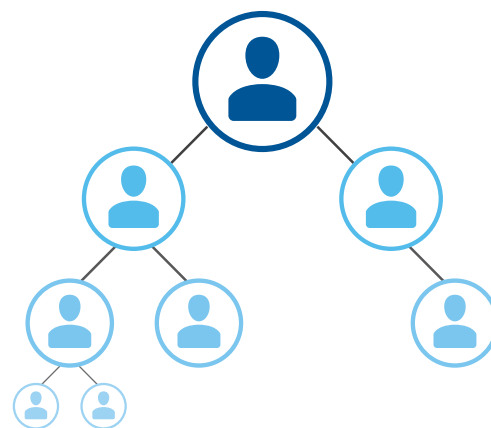
## OUR PAY PLAN IS DESIGNED FOR YOU TO EARN COMMISSIONS AND BONUSES...

### Matching Bonus Calculations

Matching Bonuses are calculated based on Cycle Pay (Binary Commissions) only, and not on any other bonus.

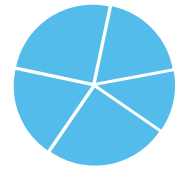
### Payout Cap

LifeWave's Compensation Plan offers a generous 60 percent payout cap. This means that in each commission week, the total of Cycle Pay and Matching Bonuses is capped at a dollar amount equal to 60 percent of the total BV for that commission week. The Cap applies to Binary Commissions and Matching Bonuses, but does not apply to Product Introduction Bonuses or Retail Profits.



*You earn from Binary Commissions, Product Introduction Bonuses and three levels of Matching Bonuses.*

# 05 DIAMOND AND PLATINUM PRODUCT INTRODUCTION BONUSES (PIB)



This is a special kind of Product Introduction Bonus (PIB) for Platinum and Diamond, our two largest enrollment packages. Because these two packages are designed only for committed business builders, this PIB will provide an incentive to a Sponsor to build in depth—in other words, help those he/she personally sponsors to build their downline, and help those new Distributors build theirs. To accomplish that, this PIB pays out to both the Sponsor and the Active Distributors upline from that Sponsor.

The Table Below Shows the Platinum PIB:

If Your "Paid As" Rank is...	...then your Maximum Payout on Platinum Packs and Starter to Platinum packs is	And your Maximum Payout on Bronze to Platinum Upgrade packs is	And your Maximum Payout on Silver to Platinum Upgrade packs is	And your Maximum Payout on Gold to Platinum Upgrade packs is
<b>BRONZE</b>	\$150	\$135	\$100	\$50
<b>SILVER</b>	\$150	\$135	\$100	\$50
<b>GOLD</b>	\$150	\$135	\$100	\$50
<b>PLATINUM</b>	\$150	\$135	\$100	\$50
<b>DIAMOND</b>	\$150	\$135	\$100	\$50
<b>MANAGER</b>	\$200	\$185	\$150	\$100
<b>DIRECTOR</b>	\$250	\$235	\$200	\$150
<b>DMD OR HIGHER WITHIN THEIR FIRST 14 WEEKS OR SR. DIRECTOR OR HIGHER</b>	\$300	\$285	\$250	\$200



Using the below Diamond PIB chart as an example: you receive \$200 if you are at a Bronze, Silver, Gold, Platinum or Diamond level and sponsor a new Diamond Distributor. Then, the next Active upline Manager, Director and Sr. Director or above all receive \$100. So the Sponsor and three active upline Distributors share the \$500 PIB.

On the other hand, if you are a Director when you sponsor a Diamond, you receive \$400 of the \$500 PIB, and the remaining \$100 is paid to the next Active upline Sr. Director or above.

And there is one final, very important feature for those who enroll by purchasing a Diamond kit. If you are within your first 14 weeks following your enrollment as a Diamond, or your Upgrade to Diamond, you will be treated like a Senior Director for this PIB. So during your first 14 weeks as a Diamond, you will receive the full \$500 PIB each time you sponsor a Diamond Member.

Again, the intent of this PIB is to provide an incentive for our Distributors to grow their businesses, rise to higher ranks, and help train their downline Distributors to also build in depth.

**The Table Below Shows the Diamond PIB:**

<b>If Your "Paid As" Rank is...</b>	<b>...then your Maximum Payout on DMD Packs and Starter to DMD packs is</b>	<b>And your Maximum Payout on Bronze to DMD Upgrade packs is</b>	<b>And your Maximum Payout on Silver to DMD Upgrade packs is</b>	<b>And your Maximum Payout on Gold to DMD Upgrade packs is</b>	<b>And your Maximum Payout on Platinum to DMD Upgrade packs is</b>
<b>BRONZE</b>	\$200	\$185	\$150	\$100	\$50
<b>SILVER</b>	\$200	\$185	\$150	\$100	\$50
<b>GOLD</b>	\$200	\$185	\$150	\$100	\$50
<b>PLATINUM</b>	\$200	\$185	\$150	\$100	\$50
<b>DIAMOND</b>	\$200	\$185	\$150	\$100	\$50
<b>MANAGER</b>	\$300	\$285	\$250	\$200	\$100
<b>DIRECTOR</b>	\$400	\$385	\$350	\$300	\$150
<b>DMD OR HIGHER WITHIN THEIR FIRST 14 WEEKS OR SR. DIRECTOR OR HIGHER</b>	\$500	\$485	\$450	\$400	\$200

# COMMISSION QUALIFICATIONS

TO EARN	MINIMUM QUALIFICATION
<b>PRODUCT INTRODUCTION BONUS</b>	<ul style="list-style-type: none"> <li>• For Bronze Rank Distributors or above: purchase products with a minimum of 55 PV per month.</li> </ul>
<b>OTHER COMMISSIONS &amp; BONUSES</b>	<ul style="list-style-type: none"> <li>• Purchase products with a minimum of 55 PV per month.</li> <li>• Personally enroll one Active Status Member, bronze or above, on the left side and one on the right.</li> </ul>
<b>1ST LEVEL MATCHING BONUS</b> <small>(For Silver Rank Distributors &amp; Above Only)</small>	<ul style="list-style-type: none"> <li>• Purchase products with a minimum of 110 PV per month.</li> <li>• For Silver Rank Distributors: personally enroll at least two Silver Rank Members (or above) on Active Status, in each leg.</li> <li>• For Gold Rank Distributors or above: personally enroll at least one Silver Rank Member (or above) on Active Status in each leg.</li> <li>• Also, have a minimum of two cycles in the paid commission week.</li> </ul>
<b>2ND LEVEL MATCHING BONUS</b> <small>(For Gold Rank Distributors &amp; Above Only)</small>	<ul style="list-style-type: none"> <li>• Purchase products with a minimum of 110 PV per month.</li> <li>• Personally enroll at least two Silver Rank Members (or above) on Active Status in each leg.</li> <li>• Also, have a minimum of six cycles in the paid commission week.</li> </ul>
<b>3RD LEVEL MATCHING BONUS</b> <small>(For Gold Rank Distributors &amp; Above Only)</small>	<ul style="list-style-type: none"> <li>• Purchase products with a minimum of 110 PV per month.</li> <li>• Personally enroll at least three Silver Rank Members (or above) on Active Status in each leg. One Distributor in each leg must qualify for 2nd Level Matching Bonuses.</li> <li>• Also, have a minimum of 10 cycles in the paid commission week.</li> </ul>

*The plan may be changed by the company as required.*

# DISTRIBUTOR RANK QUALIFICATIONS

MANAGER	<ul style="list-style-type: none"> <li>• Be a Gold Rank Distributor or above</li> <li>• Generate a minimum of 110 PV per month</li> <li>• Have two personally sponsored Active Silver Members or more on each leg</li> </ul>
DIRECTOR	<ul style="list-style-type: none"> <li>• Be a Gold Rank Distributor or above</li> <li>• Generate a minimum of 110 PV per month</li> <li>• Have three personally sponsored Silver Members or more on each leg</li> <li>• Have one personally sponsored Distributor who achieves Manager Status on each leg</li> </ul>
SENIOR DIRECTOR	<ul style="list-style-type: none"> <li>• Achieve all qualifications for Director Status listed above</li> <li>• Have two personally sponsored Distributors who achieve Director Status</li> <li>• Earn 10,000 BV through line of sponsorship in 30 day period</li> </ul>
EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> <li>• Achieve all qualifications for Director Status listed above</li> <li>• Have two personally sponsored Distributors who achieve Director Status</li> <li>• Earn 50,000 BV through line of sponsorship in 30 day period</li> </ul>
PRESIDENTIAL DIRECTOR	<ul style="list-style-type: none"> <li>• Achieve all qualifications for Director Status listed above</li> <li>• Have two personally sponsored Distributors who achieve Director Status</li> <li>• Earn 100,000 BV through line of sponsorship in 30 day period</li> </ul>
SENIOR PRESIDENTIAL DIRECTOR	<ul style="list-style-type: none"> <li>• Achieve all qualifications for Director Status above</li> <li>• Have two personally sponsored Distributors who achieve Director Status</li> <li>• Earn 200,000 BV through line of sponsorship in 30 day period</li> </ul>

*Once a Rank is achieved, a Title is awarded. The Distributor must continue to achieve respective rank in order to earn bonuses specific to rank.*



# LIFEWAVE®

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