






Compensation Plan

	Monthly rank Qualification requirements			Discount from retail price	Additional Bonus for PSV	Blen reward program	Fast Start Product Credit	Level Bonuses			Monthly Team Bonus	Rank Promotion Bonus		Generation Bonuses				
	PSV:	APEC:	TSV:					1	2	3		1	2	1	2	3	4	5
Senior Executive Director	600 4 5,000	PBQL: 2 2	ADSV: 1 M. Three Leaf Dir. One Leaf Dir.	25%	5% to 10%	✓	✓	5%	4%	2%	3%	4,000 USD	6,000 USD	3%	2%	2%	2%	2%
Executive Director	600 4 5,000	PBQL: 2 2	ADSV: 500,000 Two Leaf Dir. Directors	25%	5% to 10%	✓	✓	5%	4%	2%	3%	3,000 USD	4,500 USD	3%	2%	2%	2%	1%
Three Leaf Director	600 4 5,000	PBQL: 2 2	ADSV: 200,000 One Leaf Dir. Two Leaf Dir.	25%	5% to 10%	✓	✓	5%	4%	2%	3%	2,000 USD	3,000 USD	3%	2%	2%	2%	
Two Leaf Director	600 4 5,000	PBQL: 2 2	ADSV: 75,000 Directors Team Leaders	25%	5% to 10%	✓	✓	5%	4%	2%	3%	1,000 USD	1,500 USD	3%	2%	2%		
One Leaf Director	600 4 5,000	PBQL: 1 1	ADSV: 30,000 Directors Team Leaders	25%	5% to 10%	✓	✓	5%	4%	2%	3%	400 USD	600 USD	3%	2%			
Director	600 4 5,000	PBQL: 2	Two Team Leaders	25%	5% to 10%	✓	✓	5%	4%	2%	3%	200 USD	300 USD	3%				
Manager	600 4 5,000	PBQL: 2	Two Leaf Consultant	25%	5% to 10%	✓	✓	5%	4%	2%	2%	100 USD	150 USD	2%				
Team Builder	600 3 2,500	PBQL: 1	One Leaf Consultant	25%	5% to 10%	✓	✓	5%	3%	2%								
Coordinator	300 2 1,500			25%	5% to 10%	✓	✓	5%	3%									
Master Consultant	300 1 750			25%	5% to 10%	✓	✓	4%	2%									
Consultant Starter Kit	PSV 300 *In 3 months			25%	5% to 10%	✓	✓	3%										

-  Paid-As Bonus Qualified Legs
-  Adjusted Downline Sales Volume
-  Personal Sales Volume
-  Active Personally Enrolled Consultants
-  Team Sales Volume

While Mother Earth provides us with what we need to live a happy and healthy life, we designed the Blen compensation plan with lifestyle balance in mind. At Blen, we reward our Consultants well for their results. Part-time or full, you can build your own business as a Consultant.

Our compensation plan rewards Consultants in 8 different ways:

1. Fast Start Product Credit
2. Fast Start Sponsor Bonuses
3. Personal Sales Commission
4. Personal Sales Bonus
5. Level Bonuses
6. Team Bonuses
7. Generation Bonuses
8. Rank Promotion Bonuses

As a new Consultant, you are eligible to earn Fast Start Free Product Credit during your first 100 days. Fast Start Free Product Credit is calculated daily.

Compensation plan earnings are calculated and paid monthly by the 10th day of the next month.

Did you know that you get to decide how big your business will become? With Blen, the greater your efforts, the greater your rewards!



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Becoming A Consultant

Joining Blen as a Consultant is fast and easy.

The enrollment fee is \$99. Included is a FREE personal replicated website, back office access to manage your business and the Starter Kit #1

At the time of enrollment, you will have the opportunity to purchase one of two other optional Starter Kits containing our best-selling products at discounted prices.

Nbr	Enrollment Option	Retail Value of Products	Price	Sales Volume (SV)	Bonus Volume (BV)
1	Starter Kit	\$186.75	\$99	0	0
2	Kit Commercial Launch	\$332.05	\$149	0	149
3	Kit Premium	\$538.80	\$299	0	299

About Sales Volume

Each commissionable Blen product purchased generates Sales Volume (SV) points. The number of SV points varies based on the product purchased. In most cases, SV is set to the price of the item.

Sales Volume is the basis upon which rank qualifications and activity requirements are measured. Your Personal Sales Volume (PSV) includes the SV from your personal purchases and the purchases of your personal customers who are not Consultants themselves.

Bonus Qualified

When you have 300 points of Personal Sales Volume (PSV) within a calendar month, you are *Bonus Qualified* for the monthly commission period, which means you are eligible for compensation on the volume of Consultants and customers in your downline.

About Bonus Volume

In addition to Sales Volume (SV), each commissionable Blen product purchased generates Bonus Volume (BV) points. The number of BV points per item varies based on the product purchased.

Bonus Volume (BV) is the basis upon which upline compensation is calculated and paid.

Your Personal Bonus Volume (PBV) includes the BV from your personal purchases and the BV from your personal customers who are not Consultants themselves.

About Levels

A level is a positional relationship between Consultants based on enrollment.



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If A enrolls B, and B enrolls C, then B is on A's first level and C is on A's second level and B's first level.

For compensation purposes, your personally enrolled Consultants are on your level one.

About Teams

Teamwork is important for business building success. When you choose to sponsor other Consultants, you will begin building a team and you will see how the work of one, benefits many.

Your team is the group of Consultants that includes yourself and all of the Consultants you sponsor and those that they sponsor, etc. all the way down until but excluding those with a rank of Manager or above.

About Generations

A generation is a group of Consultants with a rank of Manager or above.

A generation begins with a Manager or above and includes all of his or her downline Consultants down to, but excluding, Consultants with a rank of Manager or above.

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8 Ways To Get Paid

(1) Fast Start Product Credit

At Blen, we know that the more products you have on hand to sample, the more your customers will buy. That is why we reward you, as a new Consultant, with FREE Product Credit that can be used to add to the samples you demonstrate or to add to the products you sell, your choice.

Would you like to earn \$600 or more in free products? With Blen, you can!

Your first 100 days in your career as a Consultant are your Fast Start Period. All of the Personal Sales Volume (PSV) generated by you during your Fast Start Period is counted as your Fast Start Sales Volume (FSSV).

Your first day is the day you enroll as a Consultant. Your first 40 days, first 70 days, and first 100 days are each important.

There are four types of Fast Start Product Credits waiting for you as a new Consultant. Here is how you can earn each of them:

1. When your FSSV totals 800 or more from your day 1 through your day 40, you will earn the Fast Start Product Credit of \$100 to be spent on Blen products of your choice.
2. When your FSSV totals 1,600 or more from your day 1 through your day 70, you will earn Fast Start Product Credit of \$200.
3. When your FSSV totals 2,400 or more from your day 1 through your day 100, you will earn Fast Start Product Credit of \$300.
4. For every Consultant you enroll during your Fast Start Period (your first 100 days) who earns one or more Fast Start Sponsor Bonuses during her Fast Start Period (her first 100 days), you will earn \$100 in Fast Start Product Credit.

Award	Requirement	Fast Start Product Credit
1	FSSV of 800 over your days 1-40	\$100
2	FSSV of 1,600 over your days 1-70	\$200
3	FSSV of 2,400 over your days 1-100	\$300
4	During your days 1-100, you enroll a Consultant who earns at least one Fast Start Sponsor Bonus during her days 1-100	\$100

At Blen, good news travels fast! Fast Start Product Rewards are calculated daily. We will inform you each time you've earned one.

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(2) Fast Start Sponsor Bonuses

Fast Start Sponsor Bonuses reward sponsors for the extra efforts they put forth to recruit and train their new personally sponsored Consultants.

When your personally enrolled Consultants earn any of the first three types of Fast Start Product Credits, you will earn a Fast Start Sponsor Bonus for each one when you are Bonus Qualified in the monthly commission period in which the Fast Start Product Credit was earned.

Award	Requirement Met By A Personally Enrolled Consultant	Fast Start Sponsor Bonus
1	FSSV of 500 over days 1-40	\$50
2	FSSV of 1,500 over days 1-70	\$50
3	FSSV of 2,500 over days 1-100	\$50

(3) Personal Sales Commission

When you sell our products, you will earn a Personal Sales Commission of 25% on your Personal Sales Volume (PSV) less Personal Purchases (PP).

Personal Sales Volume (PSV) includes all product orders submitted with your Consultant ID from parties and individual customer orders, and all personal orders.

Excluded from your PSV are business supplies, starter kits and kit supplements, hostess free credit purchases, hostess half priced items, hostess specials, shipping and handling, and taxes. PSV is reduced by returns.

Personal Purchases (PP) includes all product orders placed by you at the Consultant price (retail less your Consultant discount).

Get Paid Up To Twice Per Month!

For party orders you submit to Blen and orders placed by your customers through your Blen Personal Website between the 1st day and the 15th day of each month, you will be paid your Personal Sales Commission by the 25th day of the month. For orders submitted between the 16th day and the last day of the month, you will be paid your Personal Sales Commission by the 10th day of the next month.

(4) Personal Sales Bonuses

Each month, when you have \$300 or more in Personal Sales Volume (PSV), in addition to your Personal Sales Commission, you will receive a Personal Sales Bonus on all of your PSV.

Personal Sales Volume (PSV)	Personal Sales Bonus (PSB)
\$300.00 - \$1,499.99	5%
\$1,500.00 +	10%

The percentage paid varies based on the total of your Personal Sales Volume in a calendar month.

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Together with your Personal Sales Commission and the Personal Sales Bonus, you can earn up to 35% on your PSV each and every month.

(5) Level Bonuses

Level Bonuses reward Consultants for building teams. As a Bonus Qualified Consultant, each month you can earn Level Bonuses upon the Bonus Volume of up to three downline levels of Bonus Qualified Consultants (L1, L2, and L3).

Paid-As Rank	Level Bonuses		
	L1	L2	L3
Consultant	3%	-	-
Master Consultant	4%	2%	-
Coordinator	5%	3%	-
Team Builder	5%	3%	2%
Manager	5%	4%	2%

For Level Bonuses, the percentages and the number of levels are each determined based on the paid-as rank of the Consultant as specified in the table at right.

(6) Team Bonuses

As a Bonus Qualified Consultant who is paid at the rank of Manager or above, you will earn a Team Bonus which is paid on your Team Bonus Volume.

Paid-As Rank	Rank Code	Team Bonus
		TB
Manager	TL	2%
Director	D	3%
One Leaf Director	D1	3%
Two Leaves Director	D2	3%
Three Leaves Director	D3	3%
Executive Director	ED	3%
Senior Executive Director	SED	3%

Team Bonus Volume (TBV) is the sum of your Personal Bonus Volume plus all of the Personal Bonus Volume of all the Consultants in your downline, down to but excluding Consultants with a rank of Manager or above and their downlines.

When you are paid-as a Manager or above, upon the Bonus Volume of Consultants on the first three levels of your downline who are part of your team, you will earn both Level Bonuses and Team Bonuses.

(7) Generation Bonuses

When you are bonus qualified and paid at the rank of Manager or above, you will earn Generation Bonuses on the Group Bonus Volume of generations of Consultants.

Paid-As Rank	Rank Code	Generation Bonuses				
		G1	G2	G3	G4	G5
Manager	TL	2%	-	-	-	-
Director	D	3%	-	-	-	-
One Leaf Director	D1	3%	2%	-	-	-
Two Leaves Director	D2	3%	2%	2%	-	-
Three Leaves Director	D3	3%	2%	2%	2%	-
Executive Director	ED	3%	2%	2%	2%	1%
Senior Executive Director	SED	3%	2%	2%	2%	2%

A Generation is a group of Consultants in your downline that begins with a Consultant with a rank of Manager or above and includes all of the Consultants in her downline, down to but excluding Consultants with a rank of Manager and above and their downlines. Determination of the relationship for Generation Bonus of a Generation in your downline (1st, 2nd, 3rd, 4th Generation) for each month is based on the

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order of the Generations in moving down a leg in your organization. As you move down an individual leg of your downline, the first Generation encountered is your 1st Generation and the next Generation *on that same leg* below the first Generation is your 2nd Generation, and so on.

The depth of generation bonuses earned varies based upon your paid-as rank each month.

Generation Bonuses are paid in addition to Team Building Bonuses. When you are paid-as a Manager or above and have Consultants in your first three levels of your downline who are paid as an Manager or above, you can earn Generation Bonuses on their Personal Bonus Volumes, while also earning Team Building Bonuses.

(8) Rank Promotion Bonuses

Achieving a new rank for the first time is a great achievement. Blen recognizes first time rank promotions to Manager and above with Rank Promotion Bonuses (Part 1) for each one.

Blen also recognizes the achievement when you are paid at or above the new rank in the month following your rank promotion. When this happens, you will earn a Rank Promotion Bonus (Part 2).

Paid-As Rank	Rank Promotion Bonus Part 1	Rank Promotion Bonus Part 2
Manager	\$100	\$150
Director	\$200	\$300
One Leaf Director	\$400	\$600
Two Leaves Director	\$1,000	\$1,500
Three Leaves Director	\$2,000	\$3,000
Executive Director	\$3,000	\$4,500
Senior Executive Director	\$4,000	\$6,000

If you promote to a new rank this month and a new rank next month, you can earn a Rank Promotion Bonus (Part 2) for the first promotion and a Rank Promotion Bonus (Part 1) for the second promotion in the same month.

Ranks and Rank Abbreviations

Blen recognizes your achievements in building your business by promoting you to higher ranks which determine your compensation schedule. There are 11 success steps in the Blen Compensation Plan.

Consultant (C)

To begin, join us as a Blen Consultant. To join, all you need to do is...

- Agree to the Independent Consultant Agreement and Policies and Procedures
- Pay the enrollment fee of \$49 which includes a free subscription to your personal replicated website and back office access for your business
- Optionally purchase one of our two Starter Kits containing products

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Earn Product Credit During Your Fast Start Period

Your Fast Start Period begins on the day of your enrollment as a Blen Consultant.

Your first 100 days are your Fast Start Period. All of the Personal Sales Volume (PSV) generated by you during your Fast Start Period is counted as your Fast Start Sales Volume (FSSV).

1. To help you to build your business, you will receive Fast Start Product Credit of \$100 when your Fast Start Sales Volume (FSSV) is 800 or more in the first 40 days of your Fast Start Period. For example, if you join Blen on January 10th, your Fast Start Period begins on January 10th and day 40 for you is February 18th.
2. You will receive \$200 in Fast Start Product Credit when your Fast Start Volume totals 1,600 or more from your day 1 through your day 70.
3. When your Fast Start Volume is 2,400 or more from your day 1 through your day 100, you will receive Fast Start Product Credit of \$300.
4. For every Consultant you enroll during your Fast Start Period (your first 100 days) who earns one or more Fast Start Sponsor Bonuses during her Fast Start Period (her first 100 days), you will earn \$100 in Fast Start Product Credit.

As a Consultant, you are Bonus Qualified each month when your PSV is 300 or more.

Bonus Qualified Consultants are eligible to earn

- 25% Personal Sales Commissions on orders placed by your customers at retail prices
- 5% Personal Sales Bonuses when your Personal Sales Volume is 300 or more
- 10% Personal Sales Bonuses when your Personal Sales Volume is 1,500 or more
- Up to \$150 in Fast Start Sponsor Bonuses when each of your personally sponsored Consultants earn their Fast Start Product Credit
- 3% Level Bonuses on the Bonus Volume of your first level of downline Bonus Qualified Consultants

Master Consultant (C1)

When in a calendar month you

- a. are Bonus Qualified with Personal Sales Volume (PSV) of 300 or more
- b. have one Active personally enrolled Consultant *
- c. have Team Sales Volume (TSV) of 750 or more **

you will be promoted to Master Consultant during the monthly commission run.

* An Active personally enrolled Consultant is a Consultant you have enrolled who (a) joined Blen with the current or previous three monthly commission periods or (b) has 300 in total PSV between the current previous two monthly commission periods.

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** Team Sales Volume (TSV) includes your Personal Sales Volume (PSV) plus the PSV of all Consultants in your downline down to but excluding Consultants with rank of Manager or higher and their downline Consultants.

Your promotion to Master Consultant (and to subsequent ranks as well) is effective as of the first day of the commission period in which your promotion requirements were met. This means that you don't need to wait until next month to be rewarded for your accomplishments! You'll be paid as a Master Consultant for the month you met the requirements to promote to Master Consultant.

In future months, you will be paid as a One Leaf Consultant when you meet the same requirements. When your paid-as rank is One Leaf Consultant for any calendar month, you will be paid

- 25% Personal Sales Commissions on orders placed by your customers at retail prices
- 5% Personal Sales Bonuses when your Personal Sales Volume is 300 or more
- 10% Personal Sales Bonuses when your Personal Sales Volume is 1,500 or more
- Up to \$150 in Fast Start Sponsor Bonuses when each of your personally sponsored Consultants earn their Fast Start Product Credit
- 4% Level Bonuses on the Bonus Volume of your first level of downline Bonus Qualified Consultants
- 2% Level Bonuses on the Bonus Volume of your second level of downline Bonus Qualified Consultants

Coordinator (C2)

When in a calendar month you

- c. are Bonus Qualified with Personal Sales Volume (PSV) of 300 or more
- d. have two Active personally enrolled Consultants
- b. have Team Sales Volume (TSV) of 1,500 or more

you will be promoted to Coordinator during the monthly commission run.

Your promotion to Coordinator (and to subsequent ranks as well) is effective as of the first day of the commission period in which your promotion requirements were met. This means that you don't need to wait until next month to be rewarded for your accomplishments! You'll be paid as a Coordinator the month you met the requirements to promote to Two Leaves Consultant.

In future months, you will be paid as a Coordinator when you meet the same requirements. When your paid-as rank is Coordinator for any calendar month, you will be paid

- 25% Personal Sales Commissions on orders placed by your customers at retail prices
- 5% Personal Sales Bonuses when your Personal Sales Volume is 300 or more
- 10% Personal Sales Bonuses when your Personal Sales Volume is 1,500 or more
- Up to \$150 in Fast Start Sponsor Bonuses when each of your personally sponsored Consultants earn their Fast Start Product Credit
- 5% Level Bonuses on the Bonus Volume of your first level of downline Bonus Qualified Consultants
- 3% Level Bonuses on the Bonus Volume of your second level of downline Bonus Qualified Consultants

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Team Builder(C3)

When in a calendar month you

- a. are Bonus Qualified with Personal Sales Volume (PSV) of 600 or more
- b. have three Active personally enrolled Consultants
- c. have one paid-as Master Consultant (C1) or higher leg
- d. have Team Sales Volume (TSV) of 2,500 or more

you will be promoted to Team Builder during the monthly commission run.

Your promotion to Team Builder(and to subsequent ranks as well) is effective as of the first day of the commission period in which your promotion requirements were met. This means that you don't need to wait until next month to be rewarded for your accomplishments! You'll be paid as a Team Builder for the month you met the requirements to promote to Three Leaves Consultant.

In future months, you will be paid as a Team Builder when you meet the same requirements.

When your paid-as rank is Team Builder for any calendar month, you will be paid

- 25% Personal Sales Commissions on orders placed by your customers at retail prices
- 5% Personal Sales Bonuses when your Personal Sales Volume is 300 or more
- 10% Personal Sales Bonuses when your Personal Sales Volume is 1,500 or more
- Up to \$150 in Fast Start Sponsor Bonuses when each of your personally sponsored Consultants earn their Fast Start Product Credit
- 5% Level Bonuses on the Bonus Volume of your first level of downline Bonus Qualified Consultants
- 3% Level Bonuses on the Bonus Volume of your second level of downline Bonus Qualified Consultants
- 2% Level Bonuses on the Bonus Volume of your third level of downline Bonus Qualified Consultants.

Manager (M)

When in a calendar month you

- a. are Bonus Qualified with Personal Sales Volume (PSV) of 600 or more
- b. have four Active personally enrolled Consultants
- c. have two paid-as Coordinator (C2) or higher legs
- d. have Team Sales Volume (TSV) of 5,000 or more

you will be paid-as a Manager during the monthly commission run. Like all other ranks, your promotion is effective retroactively back to the first day of the month.

In the first month you are paid-as a Manager, you will earn a Rank Promotion Bonus (Part 1) of \$100. When you are paid-as a Manager in the month following the month you first promote to Manager, you will earn a Rank Promotion Bonus (Part 2) of \$150.

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When your paid-as rank is Manager, you will be paid

- 25% Personal Sales Commissions on orders placed by your customers at retail prices
- 5% Personal Sales Bonuses when your Personal Sales Volume is 300 or more
- 10% Personal Sales Bonuses when your Personal Sales Volume is 1,500 or more
- Up to \$150 in Fast Start Sponsor Bonuses when each of your personally sponsored Consultants earn their Fast Start Product Credit
- 5% Level Bonuses on the Bonus Volume of your first level of downline Bonus Qualified Consultants
- 4% Level Bonuses on the Bonus Volume of your second level of downline Bonus Qualified Consultants
- 2% Level Bonuses on the Bonus Volume of your third level of downline Bonus Qualified Consultants
- 2% Team Bonuses on the Bonus Volume of the members of your Team

Director (D)

When in a calendar month you

- a. are Bonus Qualified with Personal Sales Volume (PSV) of 600 or more
- b. have four Active personally enrolled Consultants
- c. have two paid-as Manager (TL) or higher legs
- d. have Team Sales Volume (TSV) of 5,000 or more

you will be paid-as a Director during the monthly commission run. Like all other ranks, your promotion is effective retroactively back to the first day of the month.

In the first month you are paid-as a Director, you will earn a Rank Promotion Bonus (Part 1) of \$200. When you are paid-as a Director in the month following the month you first promote to Director, you will earn a Rank Promotion Bonus (Part 2) of \$300.

When your paid-as rank is Director, you will be paid

- 25% Personal Sales Commissions on orders placed by your customers at retail prices
- 5% Personal Sales Bonuses when your Personal Sales Volume is 300 or more
- 10% Personal Sales Bonuses when your Personal Sales Volume is 1,500 or more
- Up to \$150 in Fast Start Sponsor Bonuses when each of your personally sponsored Consultants earn their Fast Start Product Credit
- 5% Level Bonuses on the Bonus Volume of your first level of downline Bonus Qualified Consultants
- 4% Level Bonuses on the Bonus Volume of your second level of downline Bonus Qualified Consultants
- 2% Level Bonuses on the Bonus Volume of your third level of downline Bonus Qualified Consultants.
- 3% Team Bonuses on the Bonus Volume of the members of your Team
- 2% First Generation Bonuses on the Bonus Volume of your first generation Consultants

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One Leaf Director (D1)

When in a calendar month you

- a. are Bonus Qualified with Personal Sales Volume (PSV) of 600 or more
- b. have four Active personally enrolled Consultants
- c. have one paid-as Director (D) or higher leg
- d. have one paid-as Manager (TL) or higher leg
- e. have Team Sales Volume (TSV) of 5,000 or more
- f. have Adjusted Downline Sales Volume (ADSV) of 30,000 or more *

you will be paid-as a One Leaf Director during the monthly commission run. Like all other ranks, your promotion is effective retroactively back to the first day of the month.

* Adjusted Downline Sales Volume (ADSV) is the sum of your Personal Sales Volume (PSV) and the PSV of all of the Consultants in your downline, with the limitation that at most 50% of a rank's DSV requirement is counted from any one of your legs.

In the first month you are paid-as a One Leaf Director, you will earn a Rank Promotion Bonus (Part 1) of \$400. When you are paid-as a One Leaf Director in the month following the month you first promote to One Leaf Director, you will earn a Rank Promotion Bonus (Part 2) of \$600.

In future months, you will be paid as a One Leaf Director when you meet the same requirements.

When your paid-as rank is One Leaf Director, you will be paid

- 25% Personal Sales Commissions on orders placed by your customers at retail prices
- 5% Personal Sales Bonuses when your Personal Sales Volume is 300 or more
- 10% Personal Sales Bonuses when your Personal Sales Volume is 1,500 or more
- Up to \$150 in Fast Start Sponsor Bonuses when each of your personally sponsored Consultants earn their Fast Start Product Credit
- 5% Level Bonuses on the Bonus Volume of your first level of downline Bonus Qualified Consultants
- 4% Level Bonuses on the Bonus Volume of your second level of downline Bonus Qualified Consultants
- 2% Level Bonuses on the Bonus Volume of your third level of downline Bonus Qualified Consultants.
- 3% Team Bonuses on the Bonus Volume of the members of your Team
- 3% First Generation Bonuses on the Bonus Volume of your first generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your second generation Consultants

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Coordinator Director (D2)

When in a calendar month you

- a. are Bonus Qualified with Personal Sales Volume (PSV) of 600 or more
- b. have four Active personally enrolled Consultants
- c. have two paid-as Director (D) or higher legs
- d. have two paid-as Manager (TL) or higher legs
- e. have Team Sales Volume (TSV) of 5,000 or more
- f. have Adjusted Downline Sales Volume (ADSV) of 75,000 or more

you will be paid-as a Two Leaves Director during the monthly commission run. Like all other ranks, your promotion is effective retroactively back to the first day of the month.

In the first month you are paid-as a Two Leaves Director, you will earn a Rank Promotion Bonus (Part 1) of \$1,000. When you are paid-as a Two Leaves Director in the month following the month you first promote to Two Leaves Director, you will earn a Rank Promotion Bonus (Part 2) of \$1,500.

In future months, you will be paid as a Two Leaves Director when you meet the same requirements. When your paid-as rank is Two Leaves Director, you will be paid

- 25% Personal Sales Commissions on orders placed by your customers at retail prices
- 5% Personal Sales Bonuses when your Personal Sales Volume is 300 or more
- 10% Personal Sales Bonuses when your Personal Sales Volume is 1,500 or more
- Up to \$150 in Fast Start Sponsor Bonuses when each of your personally sponsored Consultants earn their Fast Start Product Credit
- 5% Level Bonuses on the Bonus Volume of your first level of downline Bonus Qualified Consultants
- 4% Level Bonuses on the Bonus Volume of your second level of downline Bonus Qualified Consultants
- 2% Level Bonuses on the Bonus Volume of your third level of downline Bonus Qualified Consultants.
- 3% Team Bonuses on the Bonus Volume of the members of your Team
- 3% First Generation Bonuses on the Bonus Volume of your first generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your second generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your third generation Consultants

Three Leaves Director (D3)

When in a calendar month you

- a. are Bonus Qualified with Personal Sales Volume (PSV) of 600 or more
- b. have four Active personally enrolled Consultants
- c. have two paid-as One Leaf Director (D1) or higher legs
- d. have two paid-as Director (D) or higher legs
- e. have Team Sales Volume (TSV) of 5,000 or more
- f. have Adjusted Downline Sales Volume (ADSV) of 200,000 or more

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you will be paid-as a Three Leaves Director during the monthly commission run. Like all other ranks, your promotion is effective retroactively back to the first day of the month.

In the first month you are paid-as a Three Leaves Director, you will earn a Rank Promotion Bonus (Part 1) of \$2,000. When you are paid-as a Three Leaves Director in the month following the month you first promote to Three Leaves Director, you will earn a Rank Promotion Bonus (Part 2) of \$3,000.

In future months, you will be paid as a Three Leaves Director when you meet the same requirements.

When your paid-as rank is Three Leaves Director, you will be paid

- 25% Personal Sales Commissions on orders placed by your customers at retail prices
- 5% Personal Sales Bonuses when your Personal Sales Volume is 300 or more
- 10% Personal Sales Bonuses when your Personal Sales Volume is 1,500 or more
- Up to \$150 in Fast Start Sponsor Bonuses when each of your personally sponsored Consultants earn their Fast Start Product Credit
- 5% Level Bonuses on the Bonus Volume of your first level of downline Bonus Qualified Consultants
- 4% Level Bonuses on the Bonus Volume of your second level of downline Bonus Qualified Consultants
- 2% Level Bonuses on the Bonus Volume of your third level of downline Bonus Qualified Consultants.
- 3% Team Bonuses on the Bonus Volume of the members of your Team
- 3% First Generation Bonuses on the Bonus Volume of your first generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your second generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your third generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your fourth generation Consultants

Executive Director (ED)

When in a calendar month you

- a. are Bonus Qualified with Personal Sales Volume (PSV) of 600 or more
- b. have four Active personally enrolled Consultants
- c. have two paid-as Two Leaf Director (D2) or higher legs
- d. have two paid-as Director (D) or higher legs
- e. have Team Sales Volume (TSV) of 5,000 or more
- f. have Adjusted Downline Sales Volume (ADSV) of 500,000 or more

you will be paid-as an Executive Director during the monthly commission run. Like all other ranks, your promotion is effective retroactively back to the first day of the month.

In the first month you are paid-as an Executive Director, you will earn a Rank Promotion Bonus (Part 1) of \$3,000. When you are paid-as an Executive Director in the month following the month you first promote to Executive Director, you will earn a Rank Promotion Bonus (Part 2) of \$4,500.

In future months, you will be paid as an Executive Director when you meet the same requirements.

When your paid-as rank is Executive Director, you will be paid

Compensation Plan

- 25% Personal Sales Commissions on orders placed by your customers at retail prices
- 5% Personal Sales Bonuses when your Personal Sales Volume is 300 or more
- 10% Personal Sales Bonuses when your Personal Sales Volume is 1,500 or more
- Up to \$150 in Fast Start Sponsor Bonuses when each of your personally sponsored Consultants earn their Fast Start Product Credit
- 5% Level Bonuses on the Bonus Volume of your first level of downline Bonus Qualified Consultants
- 4% Level Bonuses on the Bonus Volume of your second level of downline Bonus Qualified Consultants
- 2% Level Bonuses on the Bonus Volume of your third level of downline Bonus Qualified Consultants.
- 3% Team Bonuses on the Bonus Volume of the members of your Team
- 3% First Generation Bonuses on the Bonus Volume of your first generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your second generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your third generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your fourth generation Consultants
- 1% First Generation Bonuses on the Bonus Volume of your fifth generation Consultants

Senior Executive Director (SED)

When in a calendar month you

- a. are Bonus Qualified with Personal Sales Volume (PSV) of 600 or more
- b. have four Active personally enrolled Consultants
- c. have two paid-as Three Leaf Director (D3) or higher legs
- d. have two paid-as One Leaf Director (D1) or higher legs
- e. have Team Sales Volume (TSV) of 5,000 or more
- f. have Adjusted Downline Sales Volume (ADSV) of 1,000,000 or more

you will be paid-as a Senior Executive Director during the monthly commission run. Like all other ranks, your promotion is effective retroactively back to the first day of the month

In future months, you will be paid as a Senior Executive Director when you meet the same requirements.

In the first month you are paid-as a Senior Executive Director, you will earn a Rank Promotion Bonus (Part 1) of \$4,000. When you are paid-as a Senior Executive Director in the month following the month you first promote to Senior Executive Director, you will earn a Rank Promotion Bonus (Part 2) of \$6,000.

When your paid-as rank is Senior Executive Director, you will be paid

- 25% Personal Sales Commissions on orders placed by your customers at retail prices
- 5% Personal Sales Bonuses when your Personal Sales Volume is 300 or more
- 10% Personal Sales Bonuses when your Personal Sales Volume is 1,500 or more
- Up to \$150 in Fast Start Sponsor Bonuses when each of your personally sponsored Consultants earn their Fast Start Product Credit

Compensation Plan

- 5% Level Bonuses on the Bonus Volume of your first level of downline Bonus Qualified Consultants
- 4% Level Bonuses on the Bonus Volume of your second level of downline Bonus Qualified Consultants
- 2% Level Bonuses on the Bonus Volume of your third level of downline Bonus Qualified Consultants.
- 3% Team Bonuses on the Bonus Volume of the members of your Team
- 3% First Generation Bonuses on the Bonus Volume of your first generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your second generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your third generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your fourth generation Consultants
- 2% First Generation Bonuses on the Bonus Volume of your fifth generation Consultants

Rank Maintenance

Monthly rank maintenance requirements define what is needed to be paid at each rank. If a Consultant does not meet the maintenance requirements for his/her rank during a monthly commission period, the Consultant will be paid at the highest rank for which he/she meets the maintenance requirements.

Rank Reclassification

If a Consultant with a title of Manager or above fails to be paid at his or her rank at least once in 6 consecutive months, the Consultant's rank will be lowered to that of the highest rank for which the Consultant qualified during the 6-month period. Ranks will be lowered at the end of the commission run of the sixth consecutive monthly commission period. New ranks are effective the first day of the following commission period.

Consultants with a title below Manager will never have their titles lowered.

Definitions

Adjusted Downline Sales Volume (ADSV) is the sum of the Personal Sales Volume of the Consultant and all of the Consultants in the downline of the Consultant, with the limitation that at most 50% of a rank's DSV requirement is counted from each leg of a Consultant's placement free downline. This field needs to be tracked in the monthly commission run for each Consultant for each compensation plan rank. In other words, there will be multiple ADSV values for each Consultant for each monthly commission period.

Bonus Volume (BV) is the basis upon which all upline compensation is paid. For each commissionable item, BV will be setup manually at 75% of the SV value.

Current Highest Rank is the highest rank a Consultant has ever achieved, unless it has been lowered during rank demotions.

Downline is a term used to describe the Consultants personally sponsored by a Consultant, and all of the Consultants sponsored by them, etc.



Compensation Plan

Downline Sales Volume (DSV) is the sum of the Personal Sales Volume of the Consultant and all of the Consultants in the downline of the Consultant.

Enrolling Sponsor is the term given to a Consultant who introduces the opportunity to a new recruit. The enrolling sponsor is identified as the sponsor on the application of the new Consultant. The new Consultant is personally enrolled by her enrolling sponsor.

Fast Start Personal Sales Volume 40 (FSPSV40) is an accumulation of all of a Consultant's personal sales volume during his/her first 40 days in his/her career with Blen.

Fast Start Personal Sales Volume 70 (FSPSV70) is an accumulation of all of a Consultant's personal sales volume during his/her first 70 days in his/her career with Blen.

Fast Start Personal Sales Volume 100 (FSPSV100) is an accumulation of all of a Consultant's personal sales volume during his/her first 100 days in his/her career with Blen.

Lifetime Rank is the highest rank achieved in the Blen Compensation Plan in the lifetime of a Consultant.

Non-Commissionable Sales: Sales aids, kits, samples, items fully purchased with Hostess Product Credit, and items purchased at half-price are not commissionable items and do not generate SV or BV. Items partially purchased with Hostess Product Credit will generate SV and BV on the portion that is not paid for with credits.

Paid-As Leg: A paid-as ABC Leg is a leg that contains one or more Consultants with the paid-as rank of ABC or above on the last day of a monthly commission period.

Paid-As Rank: While a Consultant may have previously earned a higher rank, his or her paid-as rank is the highest rank for which a Consultant meets the requirements as of the last day of a monthly commission period. The paid-as rank may be the same as or lower than the Advisor's actual rank. All Consultants are paid based on their paid-as ranks.

Personal Bonus Volume (PBV) is the total of a Bonus Volume credited to a Consultant in a calendar month. PBV volume may be generated by orders placed with Blen by the Consultant him/herself and/or by customers of a Consultant who are not Consultants themselves.

Personal Sales Bonus is a bonus for Consultants with at least \$300 in Personal Sales Volume (PSV) in a monthly commission period.

Personal Sales Volume (PSV) is the total of all Sales Volume credited to a Consultant in a calendar month. PSV volume may be generated by orders placed with Blen by the Consultant her/himself and/or by customers of a Consultant who are not Consultants themselves. PSV is used to determine Bonus Qualified status, ranks, paid-as ranks, and eligibility for bonuses.

Rank is a term that describes the achievement of requirements for compensation. The rank for which the Consultant qualifies each month (his or her paid-as rank) determines one's eligibility for bonuses in the Blen Compensation Plan.

Compensation Plan

Sales Volume (SV) is the basis upon which rank qualifications and activity requirements are measured. SV is also the basis upon which the Personal Sales Commission and Personal Sales Bonus are paid. For each commissionable item, SV will be setup to equal the retail price. SV is used to measure Personal Sales Volume, Fast Start Personal Sales Volume, Team Sales Volume, Downline Sales Volume, and Adjusted Downline Sales Volume.

Sponsor: The sponsor is the Consultant who introduces the opportunity to a new recruit. The sponsor is identified as the sponsor on the application of the new Consultant. The new Consultant is personally sponsored by her sponsor.

Team is a group of Consultants that includes a Consultant her/himself and all of the Consultants in his/her downline, down to, but excluding Consultants with a rank of Manager or above and their downlines, in a monthly commission period.

Team Sales Volume (TSV) is the sum of the Personal Sales Volume of the Consultant and all of the Consultants in the downline of the Consultant down to but excluding Consultants with a rank of Manager or above and their downlines, in a monthly commission period.

Upline is a term used to describe as a team, the Consultant who is the sponsor of the Consultant and all of the sponsors of the sponsors until reaching the top of the genealogy, the Company.