

MLM Company Profile: 21TEN / Life Shotz



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21TEN / Life Shotz

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

21TEN is owned by Oxyfresh, a 26-year old network marketing company. Richard Brooke is the Founder and CEO. 21TEN is named after the year the company was founded plus 100 – symbolizing the predicted longevity of the company.

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21TEN is located in Coeur d'Alene, Idaho and was founded in 2010.

Impact on the Industry

21TEN is a member of the Direct Selling Association.

21TEN states the following about its commitment to a green society:

- Refusing to create more single-use plastic bottles.
- Reducing CO2 emissions with a greatly reduced shipping footprint.
- Slashing the amount of landfill-destined waste.

- Partnering with suppliers that are Forest Stewardship Council certified and don't contribute to deforestation.
- Printing with only water-based, non-toxic, environmentally friendly inks and coatings.


Promoting a culture of sustainability education, awareness and action.

Discussion of Products

21TEN's signature product is 21TEN Life Shotz, which is a powder supplement mixed with water to provide vitality, anti-aging features, cellular protection, natural energy, mood elevation, antioxidants, vitamins, and brain power. This product contains no sugar, no preservatives, no high-fructose corn syrup, no artificial dyes or sweeteners, (www.mlmlegal.com) and no gluten. 21TEN also offers a 21TEN Water Bottle and the 21TEN Breakout Health Journal.

Discussion of Opportunity

21TEN offers an extensive compensation plan, which is provided as follows:



COMPENSATION PLAN

Effective Feb 1, 2012

ENROLLMENT

ENROLLMENT, TRAINING AND FEES

ENROLLMENT KIT - \$49
 This kit takes Brand Reps from avid consumer to serious entrepreneur. Each Enrollment Kit includes all of the essential tools needed to succeed.

OTHER FEES
 Annual Renewal - \$20 (2 Star and above)
 Advanced Personal Marketing Center - \$10/month (optional)

MONTHLY COMMISSIONS

- Bonuses and commissions are paid monthly on the 15th (or the first business day after the 15th)
- Earnings will be loaded electronically to a Brand Rep's 21TEN Pre-Paid Commissions Card
- Business Builder bonuses to Sponsors and all Customer profits are **PAID DAILY** (Business Builder upline and Silver bonuses are paid monthly)
- You can receive text messages and/or email notification of any available Business Builder Kit and Retail earnings

THE PRODUCT

PRICING

- Wholesale
- Retail

ACTIVE REQUIREMENTS

- \$90 Auto Order or \$180 Individual Sales

PLEASE NOTE

- All Customer sales **DO NOT** count toward your Active requirements

RETAIL CUSTOMERS AND PREFERRED CUSTOMERS

RETAIL CUSTOMERS :

FIRST. You can sell Life Shotz products to anyone directly and keep the profit. Many Brand Reps carry a small inventory of products for their direct customers. Life Shotz has suggested Retail Pricing on each product. Brand Reps may also choose to set their own pricing. Brand Reps are responsible for collecting sales tax and other necessary record-keeping measures.

SECOND. You may direct anyone to set up a Customer Account under your Distributorship. They can purchase directly from Life Shotz and the company will process the order, collect payments and ship the products. You will receive the difference between Life Shotz' suggested Retail Prices and the Wholesale Price.

PREFERRED CUSTOMERS :

Preferred Customers are Customers who have at least three boxes (at Retail price) on Auto Order. For every third consecutive Auto Order they will receive one additional FREE box on their fourth Auto Order automatically.

Those ordering directly through your Life Shotz website will receive regular sales and educational email correspondence from the company designed to generate consistent sales and referrals.

BUSINESS BUILDER BONUSES



TO QUALIFY:

- Must be Active
- Must have previously purchased a Business Builder Kit (BBK) OR must have produced \$500 in Personal Sales in one calendar month

BUSINESS BUILDING POOL

2% OF COMPANY SALES

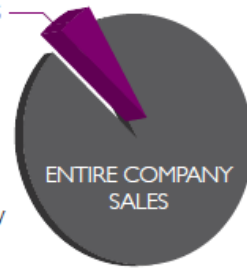
- \$100 maximum share value
- Minimum of two shares to participate

EARNING SHARES

- 1 Share for having \$200 or more in personal Preferred Customer Sales
- 2 Shares for personally selling a Business Builder Kit


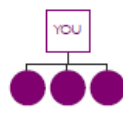
There is no limit on the number of shares you may earn. Share value is determined by the total number of shares and total sales. Business Builder Kit sales have the most influence and can dramatically affect share value in any given month vs. Total Sales of the company.

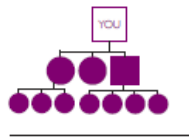
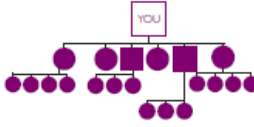
YOUR SHARES



DOUBLE SHARES PROMOTION

We're giving you a chance to double your Business Builder Pool shares! If you advance to 3 Star within your first full calendar month, we'll double your shares for that month! So, make it a goal to double your shares right out of the gate and get to 3 star in your first 30 Days!

<p>2 STAR BONUS</p> <p>Available to Qualified 2 Stars.</p> <ul style="list-style-type: none"> Develop and maintain either two Active Preferred Customers, two Active Brand Reps or a combo of the two on your first-level. <div style="text-align: center;">  <p>YOU EARN: \$45 EACH MONTH</p> </div>	<p>3 STAR BONUS</p> <p>Available to Qualified 3 Stars.</p> <ul style="list-style-type: none"> Develop and maintain either three Active Preferred Customers, three Active Brand Reps or a combo of the two on your first-level. <div style="text-align: center;">  <p>YOU EARN: \$90 EACH MONTH</p> </div>	<p>GET 3 AND YOURS FREE!</p> <p>With three friends buying three boxes of Life Shotz each, WE'LL GIVE YOU \$90. It's like your Life Shotz is now FREE!</p>
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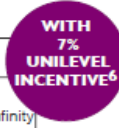
<p>\$200 TEAM BONUS</p> <p>Available to Qualified 4 Stars and Above.</p> <ul style="list-style-type: none"> Maintain three Active first-level Brand Representatives Maintain one first-level Qualified 3 Star Have 10 Brand Reps/Preferred Customers Active on Auto Order anywhere on your first two levels. <div style="text-align: center;">  <p>YOU EARN: \$200</p> </div>	<p>\$400 TEAM BONUS</p> <p>Available to Qualified 4 Stars and Above.</p> <ul style="list-style-type: none"> Maintain three Active first-level Brand Reps Maintain two first-level Qualified 3 Stars Have 20 Brand Reps/Preferred Customers Active on Auto Order anywhere on your first two levels. <div style="text-align: center;">  <p>YOU EARN: \$400</p> </div>
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OR

● = Active Brand Rep ■ = Qualified 3 Star

During a Brand Rep's first 12 months, the first two levels are compressed.

POSITION ADVANCEMENTS, REQUIREMENTS AND UNILEVEL



	REQUIREMENTS					ROYALTIES								
	Auto Order OR Individual Sales	Min. Pers. Sponsored	Min. 1st & 2nd level Active	Total Sales	Leadership Requirements	2 Star Bonus ³	3 Star Bonus ³	Team Bonus ⁴	Unilevel Bonus ⁵					
Brand Representative ¹									L3	L4	L5	L6	L7	Infinity
2 Star ¹	\$90 or \$180	2 Active				\$45								
3 Star ¹	\$90 or \$180	3 Active					\$90							
4 Star ¹	\$90 or \$180	3 Active	10 Active	\$1k	(1) 3 Star ²			\$200	7%					
Bronze ¹	\$90 or \$180	3 Active	20 Active	\$2k	(2) 3 Star ²			\$400	7%	7%				
Silver	\$90 or \$180	4 Active		\$10k	(1) 4 Star in each of 2 legs			\$200 or \$400	7%	7%	4%			
Gold	\$90 or \$180	4 Active		\$20k	(1) Bronze in each of 2 legs			\$200 or \$400	7%	7%	7%			
Platinum	\$90 or \$180	4 Active		\$50k	(1) Bronze in each of 3 legs			\$200 or \$400	7%	7%	7%	4%		
Platinum National	\$90 or \$180	4 Active		\$100k	(1) Silver in each of 3 legs			\$200 or \$400	7%	7%	7%	7%	2%	↓
Platinum International	\$90 or \$180	4 Active		\$250k	(1) Gold in each of 3 legs			\$200 or \$400	7%	7%	7%	7%	4%	3% ↓
Platinum Worldwide	\$90 or \$180	4 Active		\$500k	(1) Platinum in each of 3 legs			\$200 or \$400	7%	7%	7%	7%	7%	4% ↓

¹Only the first \$90 of the Business Builder Kit count towards advancement or requalification sales requirements.

²Must be qualified and on your first level.

³Commission does not apply.

⁴Silver or above can earn the \$200 Team Bonus when you have 10 Brand Representatives/Preferred Customers Active on Auto Order anywhere on your first two levels or \$400 when you have 20 Brand Representatives/Preferred Customers Active on Auto Order anywhere on your first two levels.

⁵Unilevel Commissions are compressed. See Unilevel Dynamic Compression on the Terms page for more information.

⁶To earn 7% vs 6% for each level of Unilevel you qualify for, you must purchase a Business Builder Kit or have \$500 in Personal Sales in either your enrollment month or your first full month in the business. Also, you must upgrade to a \$180 Auto Order in your first 12 months in the business and maintain it with out interruption. If Auto Order is decreased from \$180 or is skipped a month, the unilevel is reduced from 7% to 6%.

7% UNILEVEL INCENTIVE

Bump up your Unilevel Commissions from 5% to 7% for each level of Unilevel you qualify for by purchasing a Business Builder Kit or having \$500 in Personal Sales in either your enrollment month or your first full month in the business you can earn the Unilevel Incentive.

7% UNILEVEL INCENTIVE

TO EARN 7% vs 5%

- Must upgrade to a \$180 Auto Order in your first 12 months in the business
- Maintain \$180 Auto Order without interruption

PLEASE NOTE

- *If Auto Order is decreased from \$180 or is skipped a month, the bonus 2% additional Unilevel (for a total of 7%) is no longer available*
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THE DRIVE POOL

"It's not what you drive, it's what drives you!"™

2% OF COMPANY SALES

- \$1,000 maximum share value
- Available to Silver through Platinum only

EARNING SHARES

- 1/2 Share for qualifying at Silver
- 1 Share for qualifying at Gold and above

QUALIFICATIONS

- Qualify for the Business Building Pool or have 20 Brand Reps/Preferred Customers Active on Auto Order anywhere on your first two levels in the current month
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PLEASE NOTE

Life Shotz does not control share value for these pools. Shares may be valued anywhere between \$1 and their maximum values above.

INFINITY BONUS

The Infinity bonus is for serious people who want to build a solid organization. It's richly rewarding, and as you continue to take your business to new heights, we'll continue to pay you bonuses for it.

THE BONUS

- Earn 2% for qualifying for National on your 8th level to infinity! If you qualify at International, you'll bump up to 3%! And if you keep on rolling, and qualify at Worldwide, you'll earn 4%!
- If you reach International and earn the Infinity bonus and someone in your Downline qualifies for the National Infinity bonus, you'll get your entire Infinity bonus minus theirs.

PERSONAL SALES INCENTIVE

This patent-pending, revolutionary bonus accomplishes the following:

- Provides you immediate and significant Customer profits
- Contributes substantially to the \$400 - \$500 a month profit target to keep you engaged and motivated to do more
- Drives geometric progression throughout every level of your group

Your first four personally sponsored Brand Reps sales and the sales from your first four Direct Customers — ranked by their sales each month — fund the upline Unilevel bonus structure. You qualify for the Personal Sales Incentive when you have your 5th Preferred Direct Customer and when you have your 5th first-level Brand Rep.

You earn 35% of the sales of your first-level Customers and Brand Reps from number five on. There is no limit to how many Direct Customers and first-level Brand Reps you may have, nor the order in which they occur.

10% INDIVIDUAL SALES BONUS

INDIVIDUAL SALES

All orders (not including your Business Builder Kit) placed by you personally. Specifically excludes all Customers.

- 10% payout to you on all first-level Brand Reps with monthly Individual Sales in excess of \$750
- 10% payout to the ordering Brand Rep in the form of a cash rebate
- 50% of the Individual Sales are paid upline

STOCK INCENTIVES

The first 3 Brand Reps to reach Worldwide earn 1% stock in the company

PLEASE NOTE

"Stock" represents the Common Shares Outstanding at the time of qualification.

OXYFRESH

Earn Unilevel commissions at your highest qualified rank in both Oxyfresh and Life Shotz as long as you are Active in each company. To earn other bonuses, you must meet the qualifications for those bonuses in each company.

For additional information, one must contact (www.mlmlegal.com) the company.

Discussion of Distributor Base and Sales Volume in U.S.

NA

Company Website: <http://www.21ten.com/>

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Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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