

MLM Company Profile: Everlast INNERgy



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Everlast INNERgy

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Founding Story

Everlast INNERgy is an Everlast Beauty company. Everlast INNERgy was founded in March, 2007, with first product launch in January, 2008. Corporate offices are located in Draper, Utah and the company warehouse is located in Chula Vista, California.

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Loran Swensen is the founder and CEO. The idea for the company came when he was on a trip in China, looking for some unique products, when he came across a facial mask which he brought home to his wife. She was impressed with the product and began sharing samples with friends. The couple began discussing how they could market the products in the United States.

Swensen returned to China to negotiate with the factory for exclusive rights to produce the mask with his formula. They began formulating unique and (www.mlmllegal.com) exclusive masks in February, 2007.

In December, 2007, Swensen founded the Founders Club to raise initial capital for the marketing of products and to return a portion of company profits to the founding members. The goal of the founders was to introduce new products every 9-12 months.

Following the success of the Founders Club, the company introduced two new product lines in September, 2008.

Impact on the Industry

NA

Discussion of Products

Everlast INNERgy sells all natural, toxic-free health and beauty products. The company sells Silk & Pearl Makeup and Negative ION Accessories.

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Products are manufactured in one of the company's factory in the GuangZhou Economic Technology Zone in China. The company has four total manufacturing facilities in China.

Discussion of Opportunity

There are eight ways to earn income with the company, including:

1. Initial Order Commissions (IOC)

When you personally sponsor a new EverLast INNERgy Distributor who chooses to purchase one of the initial product packages, EverLast INNERgy will pay the sponsoring distributor an Initial Order Commission. You must be an active distributor to receive this commission.

Initial Product Packages:

Business Starter Package - \$97

IOC pays \$25 to sponsoring distributor and \$10 to his or her sponsor.
Does not include Tools & Training Package

Business Builder Package - \$497

IOC pays ~~\$400~~\$150 (during promo) to sponsoring distributor and \$25 to his or her sponsor.
There is 60 Personal CV added to the purchaser's business center.
[Order this Package during our Event Promo and receive over \\$300 in additional products!](#)

Business Career Package - \$797

IOC pays \$150 to sponsoring distributor and \$50 to his or her sponsor.
There is 120 Personal CV added to the purchaser's business center.
[Order this Package during our Event Promo and receive an Everlast INNERgy Tablet device at the event!](#)

[Learn More](#)

2. Direct Retail Sales Commissions

As an EverLast INNERgy Distributor, you will earn Direct Retail Sales Commissions from all product sales to your personal customers. Direct Retail Sales Commissions are the difference between the Retail Price and your Distributor Wholesale Price.

When customers order and purchase from you directly, you immediately earn the Direct Retail Sales Commission. When a customer purchases from your website, the Direct Retail Sales Commission will be paid to you by EverLast INNERgy in the current commission period.

3. Community Team Commissions

EverLast INNERgy's Community Team Commission is designed for teams to work together. Everyone working together to strengthen the Community will, thereby, strengthen everyone in the Community.

The Community Team Commission structure is a 5X7 structure. It is a 5 wide structure on the first level, then 25 wide on the second level, 125 wide on the third level and so on. When the first level of 5 is full, then "spill over" must occur which means the next person you enroll would "Spill Over" into your structure below your first level and on to another person's first level.

See Graph for compensation percentages and qualifications.

This structure allows for compression if a business center is inactive, meaning the business center does not have any Personal CV allowing for maximum payout.

4. Unlimited Width Team Commissions

The Unlimited Width Team Commissions part of the compensation plan differs from the Community Team Commission in the fact that your first level is unlimited. So everyone you personally enroll into EverLast INNERgy will be placed on your first level or Tier 1. Everyone which your Tier 1 distributors enroll will be placed on their Tier 1 which will be your Tier 2 and so on.

Compensation percentages and qualifications are the same for the Unlimited Width Team Commissions as they are for the Community Team Commissions.

This structure also allows for compression. If a business center is inactive, meaning the business center does not have any Personal CV, the position will be temporarily removed, allowing for maximum payout. Again, the position is not permanently removed from the structure.

50% of all distributors' Personal CV will be placed in their position in the Community Team Commission structure and the other 50% will be placed in their position in the Unlimited Width Team Commission structure.

Everyone starts out as a Distributor and, as you can see on the graph, after you personally sponsor your first EverLast INNERgy Distributor who does 60 Personal CV (combined from the Community Team Commission structure plus the Unlimited Width Team Commission structure), you are promoted to Director and can now earn 10% commissions of every Distributor on your first level and 5% of every Distributor on your second level. (You must be active with 60 Personal CV).

As a Director, your next goal is to become a Senior Director. The qualifications to earn the rank of Senior Director is to have 60 Personal CV, have personally sponsored 3 Distributors who are active, have \$500 of Group CV, plus have 1 Customer. You are now qualified to earn commissions on the first 3 levels of the compensation plan.

Once your qualifications are met for pin rank advancement you are paid at that pin rank on both the Community Team Commission and the Unlimited Width Team Commission structures.

As you continue building your business, you can see the qualifications to continue advancing through the compensation plan to the higher pin ranks.

5. Team Matching Bonuses

EverLast INNERgy's compensation plan pays a Team Matching Bonus of up to 25% on the Community Team Commissions and the Unlimited Width Team Commission of your organization. The matching bonus will be based on your Unlimited Width Team Commission structure. Once you qualify as a Senior Director, you now get a 10% match of every one of your Tier 1 distributors' commissions which they earned in both the Community Team Commission and the Unlimited Width Team Structure. Once you qualify for Junior Executive, you now earn the match on your Tier 1 and Tier 2 distributors and so on. Please see the Graph to see all the matches on the different Tiers.

There is no limit to the number of people you can have on any tier.

6. Senior Executive Bonus Pool

The Senior Executive Bonus Pool is rewarded to all Senior Executives, Presidential and CEO Distributors. Each Period, 5% of the company wide CV belonging to the period will be set aside for this bonus pool. All Senior Executives will receive 1 share, Presidential Distributors will receive 2 shares and CEOs will receive 3 shares. All shares earned will be divided into the total amount of the pool to determine the value of each share. Senior Executives will earn that amount, Presidential will earn 2 times the share value and CEO's will earn 3 times the share value.

7. CEO Generational Bonus

Once you achieve the pin rank of CEO, you will receive a 1% Generational Bonus. This 1% CEO Generational Bonus will be paid on both your Community Team Commissions and Unlimited Width Team Commissions structure down to the next CEO. It does not matter what level of the Community Team Commission structure or what Tier of the Unlimited Width Team Commission structure, you will receive a 1% Generational Bonus on all business centers down to the next CEO.

8. Special Incentives And Industry Shift Bonuses

Throughout the year, EverLast INNERgy will have special promotions to reward the distributors who are putting forth great effort and producing great results. These incentives range from trips to Hawaii to extra cash and other bonus items.

Leadership positions are illustrated as shown:


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Position	Junior Director	Director	Senior Director	Junior Executive	Executive	Senior Executive	Presidential	CEO
Personal CV	60	60	60	60	90	90	180	180
Group CV	60	200	500	2,000	10,000	25,000	50,000	100,000
Personally Sponsor*	1	3	5	5	7	10	12	15
Number of Customers**		1	1	1	2	2	3	3
1	10	10	20	20	20	10	10	10
2	5	10	10	20	20	10	10	10
3		5	10	10	20	10	10	10
4			5	5	5	10	10	10
5						10	10	10
6							5	5
7								5

* Active Distributors ** Customers ordering from your web-site or 100 Personal CV

The company's compensation plan is provided as follows:

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	Junior Director	Director	Senior Director	Junior Executive	Executive	Senior Executive	Presidential	CEO
Match Tier 1			10%	10%	10%	15%	20%	25%
Match Tier 2				5%	10%	10%	15%	15%
Match Tier 3					5%	10%	10%	15%
Match Tier 4						5%	10%	10%
Match Tier 5								5%

An extensive compensation plan is available on the company's website.

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

Everlast INNERgy operates internationally and has (www.mlmlegal.com) consultants in the United States, Canada and Mexico.

Company Website: <http://everlastinnergy.net/>

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