

MLM Company Profile: Genesis PURE



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Genesis PURE

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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

Genesis PURE is located in American Fork, Utah. The founders are Dr. Lindsey Duncan and Mr. Dae Geun Jung.

Genesis PURE was formed with the merger of GoYin and Genesis Secret.

Impact on the Industry

Genesis PURE prides itself on the equality of all (www.mlmllegal.com) people, regardless of age, race, education, etc.

Discussion of Products

Genesis PURE is very keen on their customer's health and sells nutritional products that will "positively impact your life." The company sells a variety of products in the categories of Nutrition, Weight Loss and Skin Care. Most of the products come in liquid-drink form or other eatable forms.

Genesis PURE also sells products that help to cleanse, balance, and build your body and skin.

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Discussion of Opportunity

Genesis PURE provides several programs in which one can earn commissions, including:

- *Retail Sales*
- *First Order Bonus*
- *Revenue Sharing Pool*
- *Team Earnings*
- *Generational Check Match*
- *Leadership Pools*
- *Car Bonus*

Genesis PURE offers the following compensation plan:

RETAIL SALES

- ✔ Purchase Genesis PURE products at wholesale, sell at retail, keep the profit.
- ✔ Genesis PURE offers you the opportunity to enroll your Retail Customers directly with the company.*

Retail Customers deal directly with the company and receive their product at home, *relieving your stress* of managing the direct delivery and sale of product.

As your Customers are paying the retail price, Genesis PURE will retain the Retail Profit you would have made through a direct sale and include the *profit in your next check*.

As Customers commit to AR (Autoship Rewards), they will be upgraded to Preferred Customer and will *receive a discount* on the retail price.

Again, the difference between the Preferred Customer price and the wholesale price will be given to you in your *Retail Earnings*.

*Retail program is subject to change in Korea.

FIRST ORDER BONUS

- ✔ By sponsoring new Independent Business Owners (IBOs) within your organization, you can earn a *bonus* on the initial order of each new IBO.

As an Active* IBO, you receive a percentage of the initial order of your new IBO, with the amount dependent upon your active Personal Volume (PV):

100 PV	10 % Bonus
200 PV+ Star **	20 % Bonus

*Active is defined as having 100 PV or more (either personally purchased or accumulated from Retail and Preferred Customers) in the calendar week or the three preceding calendar weeks. An order of 100 PV or more qualifies the IBO as Active and able to earn Rewards for the week of the order and the three weeks that follow.

** Star Rank signifies one Active IBO on each side of the Binary tree.

REVENUE SHARING POOL

- ✔ Enroll with Genesis PURE on a Product Pak of 300 PV or more and you can share in 2% of the **Total Company Commissionable Volume (TCCV)**. Your initial purchase will lock in your potential earnings for the remainder of your active life with Genesis PURE.
- ✔ Each week that you personally sponsor a new IBO on a Product Pak, you will receive **multiple shares** in the Revenue Sharing Pool in relation to your initial Product Pak purchase and the initial purchase of your new IBO:

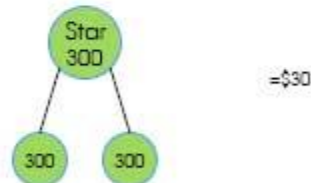
Level of Enrollment	Revenue Sharing Points
Business Builder Pak (300 PV)	2
Launch Pak (900 PV)	3
Franchise Pak (1500+ PV)	5

Level of New IBO Enrollment	Level of Personal Enrollment			
	BBP	300	900	1,500
300	4	6	10	
900	6	9	15	
1,500	10	15	25	

Shares in Revenue Sharing Pool

TEAM EARNINGS

- ✔ Team Earnings are the foundation upon which you begin to **generate wealth**.
- ✔ As you sponsor new IBOs and build your team, each new IBO is placed in one of two legs within your organization.
- ✔ Each week you have the chance to earn **10%** of the volume in your weaker leg.*

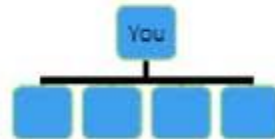


- ✔ As you remain active, all volume that is not included in that 10% Team Earnings payout will remain as **carry-over volume**, allowing you to be paid on it at a later time. This generous plan provides the potential to be paid on **all of the volume** in your organization.
- ✔ You begin to earn Team Earnings as a Star 300** and continue to earn every week you maintain that rank thereafter. As long as you remain active, the leg volume will accumulate and carry over until the rank of Star 300 is achieved.
- ✔ You can earn up to **\$12,500 a week** from Team Earnings!

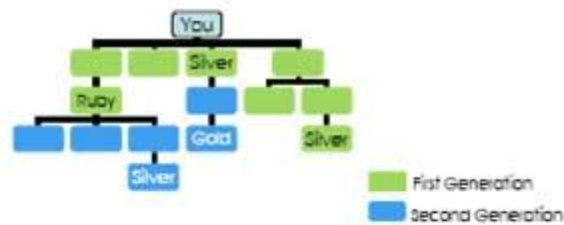
*5% of the equal amount of volume from both sides of your organization. All paid volume is removed before the next commission period. If at any time you became inactive, with less than 100 PV, all volume is removed.
 ** See Rank Explanation for qualifications of a Star 300.

GENERATION CHECK MATCH

- ✔ Generation Check Match generates wealth from your **entire organization** in relation to your sponsorship activity.
- ✔ As an active Silver Director or above, you qualify to participate in the Generation Check Match in which the company **matches Team Earnings** generated by your Sponsor Tree.
- ✔ The **Sponsor Tree** details the sponsoring activity of yourself and everyone you have sponsored throughout multiple Generations. A Sponsor Tree can have multiple legs.
- ✔ Ex: If you have personally sponsored four IBOs, you will have four legs in your Sponsor Tree.



- ✔ A **Generation** includes all of the IBOs in the Sponsor Tree from yourself down to, and including, the next Silver Director or above in each leg.



- ✔ As you qualify for one Generation of matching, you **earn a matched percentage*** of all Team Commissions for the week. This continues with each subsequent qualified Generation. The Generation payouts for each rank are as follows:

Leadership Rank	# of Generations
Silver Director	1
Gold Director	2
Platinum Director	3
Sapphire Executive	4
Ruby Executive	5
Emerald Executive	6
Diamond	7
Blue Diamond	8

*The percentage of payout for the Generation Check Match will fluctuate in accordance with the other commission payouts. Generation Check Match always ensures the 55% payout.

LEADERSHIP POOL

- 3% of the Total Company Commissionable Volume (TCCV) from each week of sales is placed into a **Global Pool** which is shared among the highest leaders of Genesis PURE.
- The pool is paid quarterly according to the shares you have earned at your rank:

Leadership Rank	Shares of Pool
Blue Diamond	1
Presidential	2
Chairman	4
Ambassador	8

LUXURY CAR BONUS

- Genesis PURE will pay for the **Luxury Car** of your choice once you have achieved the rank of Presidential!*
- This gift will announce to the world that you have found success with Genesis PURE.
- Upon reaching this **milestone achievement**, you will receive this bonus every month to pay for the purchase or lease of your new Luxury Car.**

Leadership Rank	Car Bonus
Presidential	\$750
Chairman	\$1,500

*During the Pre-launch promotion through October 2009, Presidential rank must be achieved four out of eight weeks to qualify for the Luxury Car Bonus.

**Upon qualifying for the Luxury Car Bonus, you will be guaranteed the allotted amount for the duration of 12 months, which allows you to purchase or lease your vehicle. At the end of the 12 months, your account will be reevaluated and the Luxury Car Bonus amount for the subsequent 12 months will be determined in relation to the rank activity of the previous 52 weeks.

EARNING POTENTIAL

- With the Genesis PURE Rewards Plan, you have the potential to earn a significant income on a **WEEKLY basis!**
- Weekly maximum earning potential is determined by your rank:

Rank	WEEKLY Earning Potential
Genesis Ranks	\$1000
Director Ranks	\$1000-3000
Executive Ranks	\$4000-8,000
Diamond Ranks	\$12,500- 25,000
Boardroom Ranks	Unlimited Potential

*see the Genesis PURE Rewards Plan "Appendix A- Earning Potential" for the specific sub-rank earning potential.

The Genesis PURE rank qualifications include:

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GENESIS PURE LEADERSHIP RANKS

- In the Genesis PURE Rewards Plan there are five major rank categories:

Genesis • Director • Executive Diamond • Boardroom

- Within each of those categories there are ranks, each with progressively developing leadership requirements aimed to maximize your profitability and growth.

Genesis Ranks:

Star - personally sponsor one Active IBO on each side of your team
Star 300 - 300 LLV*
Star 900 - 900 LLV

Director Ranks:

Silver Director - 1,500 LLV and 1 Star 300 STL*
Gold Director - 3,000 LLV and 2 Star 300 STL
Platinum Director - 5,000 LLV and 3 Star 300 STL

Executive Ranks:**

Sapphire Executive - 7,500 LLV and 4 Star 300 STL
Ruby Executive - 10,000 LLV and 5 Star 300 STL
Emerald Executive - 15,000 LLV and 6 Star 300 STL

Diamond Ranks:**

Diamond - 20,000 LLV and 7 Star 300 STL
Blue Diamond - 30,000 LLV and 8 Star 300 STL

Boardroom Ranks:**

Presidential - 75,000 STV*
Chairman - 150,000 STV
Ambassador - 300,000 STV

*Definitions:

LLV - Group Volume of the Lesser Leg from the placement (binary) tree for the Weekly Commission Period.
STL - Sponsor Tree Leg
STV - Sponsor Tree Volume (no more than 1/3 from any one leg)

**Not applicable until October 2009²: Increased Leadership Ranks require consecutive week qualifications. Executive Ranks require maintaining the qualifications for two consecutive weeks.¹ Diamond Ranks require maintaining the qualifications for three consecutive weeks.² Boardroom Ranks require maintaining the qualifications for four consecutive weeks.³ After each rank has been achieved, only two consecutive weeks of maintained qualifications are required to re-qualify at said rank.

¹ Due to the Prelaunch promotion, no consecutive week requirements will be necessary to achieve a rank until October 2009.

² A Star 300 STL is defined as a Sponsor Tree leg containing a qualified Star 300.

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

Genesis PURE utilizes a multilevel compensation plan and a person-to-person sales strategy. The Company operates in the United States, Canada, China, Mexico and South (www.mlmlegal.com) Korea.

Company Website: <http://www.genesispure.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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