

MLM Company Profile: Eniva



**** Trademark of Eniva

Eniva

Copyright Jeffrey Babener www.mlmllegal.com

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

Eniva was founded on May 1st, 1998 and is headquartered in Minneapolis, MN.

www.mlmllegal.com www.mlmllegal.com www.mlmllegal.com www.mlmllegal.com www.mlmllegal.com

Impact on the Industry

Eniva operates two facilities, a pharmaceutical caliber research and development facility and an in-house manufacturing department.

The company has been featured on FOX News and the Minnesota Business Magazine

Discussion of Products

Eniva sells health and wellness products. Some products include green household cleaners, animal health, nutritional supplements, liquid vitamins, anti-aging, beauty, weight management, healthy cooking, and minerals, among others. Eniva offers over 90 wellness products.

Discussion of Opportunity

The Eniva compensation plan is presented as (www.mlmllegal.com) follows:

01 DIRECT SALES & PREFERRED CUSTOMER OVERRIDES

PC Overrides are the difference between Preferred Customer and Wholesale pricing which are paid to the Enroller.

02 WHOLESALE CLUB ORDER BONUS

Enroll someone with an Eniva Wholesale Club Membership and receive a **\$40 Club Order Bonus** on the products included with their membership.

03 BUSINESS BONUS

Achieve the following ranks and receive the applicable credit for each position.

Business Bonus			
Rank	Monthly Bonus	Duration	Your Bonus
Manager	\$45	3 Months	\$135bb
Area Manager	\$50	4 Months	\$200bb
Regional Manager	\$100	4 Months	\$400bb

This bonus is paid based on maintaining rank qualifier monthly. Business bonuses are awarded in the following month. Additional Details: see complete Eniva Career Path Guide.

04 AREA MANAGER BUILDER BONUS

Each time a Personally Enrolled Member achieves AM, you earn a \$200 cash Area Manager Builder Bonus from their product sales.

Area Manager Builder Bonus				
Min. Qual. Rank	Activity	Monthly Payment	Duration	Your Bonus
Area Manager	PE Area Manager	\$50	4 Months	\$200

Bonus is paid in the month following qualification. Additional Details: see complete Eniva Career Path Guide.

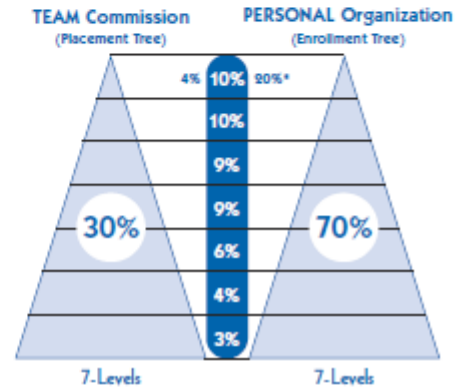
05 PERSONAL ORGANIZATION COMMISSIONS

You receive commissions on Commission Volume (CV) of purchases in your **Personal Organization (Enrollment Tree)**. You can receive up to 7 levels of pay based upon your qualifying rank position.

06 TEAM COMMISSIONS

You receive a **Team Commission** on Commission Volume (CV) of purchases in your Team placement tree. You can receive up to 7 levels of pay based upon your qualifying rank position.

The Eniva marketing structure uses a **Team Commission Placement Tree** and a Personal Organization enrollment tree to maximize growth and earnings. The percentages paid on each level are the same in each tree - with 30% paid through the Team Commission structure and 70% paid through the Personal Organization structure.



Additional Details: see complete Eniva Career Path Guide.

07 LIFESTYLE BONUS & CAR BONUS

Upon qualifying at the Area Manager level and building 3 legs of volume in your Placement Tree (Team Commissions), you can qualify for these bonuses.

Lifestyle Bonus						
Min. Qual. Rank	Purchase SO	Placement Legs	Leg Volume	Monthly Payment	Duration	Your Bonus
A.M	74 CV	3	1000	\$100	24 Months	\$2,400
A.M	74 CV	3	3000	\$200	24 Months	\$4,800

Bonus is paid in the month following qualification. Additional Details: see complete Eniva Career Path Guide.

Car Bonus				
Min. Qual. Rank	Placement Legs	Leg Volume	Duration	Monthly Payment
RM	3	5000	Ongoing	\$500

Bonus will be paid upon the completion of your 3rd month of qualification. See Car Bonus flier for full program details. Additional Details: see complete Eniva Career Path Guide.



08 INFINITY BONUS

You can earn up to 5 generations of bonus pay in your Personal Organization. A generation can include all ranks found in each of your Personal Enrollment Tree legs. A generation ends when another Infinity qualified individual is found, regardless of depth.

Infinity Bonuses										
No. Gen. Bonus Qualified Min.	Infinity I		Infinity II		Infinity II		Infinity II		Infinity II	
	RD	END	CD	DCD	TCD	RCD	RVP	NVP		
Bonus Pay Generational Pay	1	3%	4%	5%	6%	7%	8%	9%	10%	
	2	3%	4%	5%	6%	7%	8%	9%	10%	
	3	3%	3%	3%	3%	3%	3%	3%	3%	
	4			9%	9%	9%	9%	9%	9%	
	5			1%	1%	1%	1%	1%	1%	
Qualifiers Legs # of Volume	3	4	5	6	7	8	9	10		
	\$7,000	\$7,000	\$7,000	\$8,000	\$8,000	\$9,000	\$9,000	\$10,000		
Bonus Max	15k/mo	20k/mo	25k/mo	30k/mo	35k/mo	45k/mo	60k/mo	75k/mo		

Additional Details: see complete Eniva Career Path Guide.

09 RANK ADVANCEMENT BONUS

These bonuses are designed to help Members experience lasting increases in their checks while building their residual incomes.

10 PRESIDENT'S CLUB REWARDS

Upon achieving qualification into the Eniva President's Club, individuals can qualify for remarkable gifts, bonuses and incentives.

Rank Pay Levels

Qualified Rank	Levels of pay	Commission
PCWholesale Club Member	1	4/10/20*
PCWholesale Club Member	2	10%
Manager	3	9%
Area Manager	4	9%
Regional Manager	5	6%
Senior Regional Manager	6	4%
Executive Regional Manager & Above	7	3%

All commissions are paid on Commission Volume (CV). Additional Details: see complete Eniva Career Path Guide.

Rank Advancement Bonuses

Rank	Monthly SV	Monthly Payment	Payments	Your Bonus
MNGR	300	\$45 bb	3	\$135 bb
AM	1,000	\$50 bb	4	\$200 bb
RM	2,000	\$100 bb	4	\$400 bb
SRM	5,000	\$125.00	12	\$1,500
ERM	10,000	\$166.67	12	\$2,000
RD	20,000	\$270.83	12	\$3,250
ND	40,000	\$416.67	12	\$5,000
END	65,000	\$535.71	14	\$7,500
CD	100,000	\$714.29	14	\$10,000
DCD	150,000	\$1,041.67	24	\$25,000
TCD	200,000	\$1,388.89	36	\$50,000
RCD	300,000	\$2,083.33	48	\$100,000
ECD	500,000	\$4,166.67	48	\$200,000
RVP	1,000,000	\$8,333.33	60	\$500,000
NVP	2,000,000	\$16,666.67	60	\$1,000,000

Additional Details: see complete Eniva Career Path Guide.

Rank Qualifiers & Commission Levels

Levels of pay	Commission	Purchase/SmartOrder	Minimum Rank	PE	7-level Volume	Active PE AM	Bonus Requirement	Rank Advancement Leg Requirement
1	4/10/20*	24 CV	PC/Club Member	1 w/24 CV				
2	10%	49 CV	PC/Club Member	2 w/49 CV				
3	9%	49 CV	Manager	3 w/49 CV	300			
4	9%	49 CV	Area Manager	4 w/49 CV	1000			
5	6%	74 CV	Regional Manager	5 w/49 CV	2000	1		
6	4%	99 CV	Senior Regional Manager	6 w/49 CV	5000	2	Lifestyle - 1	
7	3%	99 CV	Executive Regional Manager	7 w/49 CV	10000	3	Lifestyle - 2	
7		99 CV	Regional Director		20000		Car Bonus	
7		99 CV	National Director		40000		Infinity - I	
7		99 CV	Executive National Director		65000		Infinity - I	25K
7		124 CV	Crown Director		100000		Infinity - II	30K
7		124 CV	Double Crown Director		150000		Infinity - II	40K
7		124 CV	Triple Crown Director		200000		Infinity - II	50K
7		124 CV	Royal Crown Director		300000		Infinity - II	60K
7		124 CV	Executive Crown Director		500000		Infinity - II	100K
7		149 CV	Regional Vice President		1000000		Infinity - II	150K
7		149 CV	National Vice President		2000000		Infinity - II	200K

*First-level commissions can be increased from 4% to 10% with a SmartOrder/purchase of 99 CV or more. Most Eniva business owners at the AM level and above qualify at the 10% level. First-level commissions can be increased to 20% with a 99 CV SmartOrder/purchase and \$2,500 SV in first-level volume in the Personal Enrollment Tree.

Please view the complete Eniva Career Path Plan for detailed qualifications online www.eniva.com.

The maximum volume to be used in any single leg toward volume requirement for rank advancement

A few ways in which Eniva trains distributors is through its online learning modules through Eniva University and at the 25,000 sq. ft. onsite training and member center.

Additional information is available on the company's (www.mlmllegal.com) website.

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

Eniva states that over 400,000 people have joined the company. The company also states that it has paid out over \$100,000,000.00 in commissions.

Company Website: <http://eniva.com/>

At **MLMLegal.Com the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmllegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

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.

www.mlmllegal.com