

MLM Company Profile: BODHD, Inc.



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BODHD, Inc.

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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

BODHD, Inc. (www.mlmllegal.com) is a health and nutrition company based out of southern California. The company was founded by Ray and Daran Grimm, who were farmers in the 1970s. At that time, they learned firsthand how soil depletion impacted health. In the 1980s, Daran was named one of the Top 5 Income Earners selling nutritional products for a direct selling company. It was during this time that his experience with direct selling was established.

In the last three decades, the Grimm's have built three nutritional companies that all produced between %50-\$100 million in sales during their first five years.

In 2010, they decided to capitalize on the nutritional trends of companies like Whole Foods and created BODHD, Inc.

Impact on the Industry

NA

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Discussion of Products

BODHD, Inc. offers High Definition Body Nutrition, which is a nutritional product that maximizes nutrition absorption. The company states it defines new whole foods, plant foods, and super foods in order to revolutionize the nutritional industry. BODHD, Inc. also sells BLD, a high definition enzyme probiotic, Daily, a nutritional supplement with over 17 super foods, Radiant, (www.mlmllegal.com) a “cosmeceutical” supplement, as well as other nutritional products.

Discussion of Opportunity

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

- *Retail Profits*
- *Fast Start Bonuses*
- *UniLevel Bonuses*
- *Double Income Opportunities*
- *An amazing 18% Global Revenue Sharing Pool*

The company offers the following compensation plan:

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1. 25% Retail Profits

As a BodHD Associate you get all BodHD Products at Wholesale pricing, which means you can sell at retail and earn a 25% profit.

EXAMPLE:

BLD (90 Count bottle)	RETAIL	\$58.00
	<u>WHOLESALE</u>	<u>\$44.75</u>
	PROFIT	\$13.25

2. FAST START BONUS

Our Fast Start Bonus offers a fast way to earn profits. For every new BodHD Associate you enroll with one of our four Starter PACKS, BodHD will pay you a one-time Fast Start Bonus. Fast Start Bonuses are paid Weekly. To earn Fast Start Bonuses the Enroller and new Enrollees have to be on Autoship.

NFR PACK	\$85 (70 PV)	FAST START BONUS = \$15
GO PACK	\$130 (110 PV)	FAST START BONUS = \$22
PRO PACK	\$260 (220 PV)	FAST START BONUS = \$44
BUSINESS BUILDER PACK	\$490 (420 PV)	FAST START BONUS = \$84
HD VIP PACK	\$995 (850 PV)	FAST START BONUS = \$190

Just think... if you enrolled 3 people with a Business Builder Pack, you'd earn \$252!

FAST START DOUBLE BONUS

Here's your chance to double your income in a short amount of time. Here's how it works. Simply enroll at least 3 people who purchase one of our four Starter Packs in your first 30 days as a BodHD Associate and you will receive a DOUBLE FAST START BONUS on every single person you enroll during that 30 DAYS! And, you qualify for the DOUBLE FAST START BONUS with any combination of an NFR Pack, a Go Pack, Pro Pack or Business Builder Pack. DOUBLE FAST START BONUSSES are paid the week following your first 30 days (from the time you place your initial Starter Pack order). To qualify for Fast Start Bonuses, the Enroller and new Enrollees have to be on Autoship.

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3. RESIDUAL INCOME – UNILEVEL COMMISSIONS

As you promote BODHD and your team grows so does your volume. Through our UniLevel Commissions, you are able to create weekly residual income* that's independent of your individual efforts. As the name implies, you have the potential to earn residual income on multiple levels.

Level 1 = 8%

Level 2 = 7%

Level 3 = 6%

Level 4 = 5%

Level 5 = 2%

Level 6 = 2%

THAT'S a TOTAL of 30%

A 35 PV (PV=Points) on Autoship would pay weekly* on up to 3 Levels

A 100 PV (PV=Points) on Autoship would pay weekly* on up to 6 Levels

** Weekly Pay – To qualify for weekly pay you have to make a purchase every 4 weeks. By signing up for the BodHD Autoship Program you ensure that you meet the requirement and never miss out on a weekly check because of lapses or oversight in ordering.*

4. GLOBAL REVENUE SHARING POOL

We like to call this the BodHD Pool Party because we want everyone to be able to cash in and share in the growth of BodHD. Our Global Revenue Sharing Pool is definitely the most attractive part of our amazing Pay Per YOU Pay Plan. Global Pools are paid to Star Associates and above who reach minimum Group Volume and HD Volume requirements:

Group Volume (GV) – Total Volume in your 8 Level UniLevel organization including your Personal Volume

HD Volume – All Volume in your Straightline organization. This includes all volume of all Associates who enroll as a BodHD Associate after you.

Autoship – To participate in the Global Revenue Sharing Pools you must be on Autoship.

There are 2 ways to enjoy a revenue splash in Pool 1 right out of the gate BodHD. That’s refreshing to say the least!

1. **Enroll with a \$490 Business Builder or a \$995 HD VIP PACK** – Qualify for Pool #1 for 30 days after you become a BodHD Associate.
2. **Reach the Star Associate Rank** – Achieve \$2,500 GV, 25,000 HD Volume and be on a 100 PV Autoship. The higher the Rank you achieve the more Pools you can participate in and the bigger your Check. Plus, you get compensated on everyone’s volume in the entire company, regardless of whether you brought them in or they are in your group. So, take a look, dive in and make a splash!

RANK	GLOBAL POOL	%	Your Shares of Each Pool	GV (Group Volume)	HD VOLUME
Star Associate	1	3%	1	2,500	25,000
Manager	2	3%	1	5,000	50,000
2 Star Manager			2	6,000	
3 Star Manager			3	7,500	
4 Star Manager			4	9,000	
Director	3	3%	1	10,000	75,000
2 Star Director			2	12,500	
3 Star Director			3	15,000	
4 Star Director			4	17,500	
Sr. Director	4	3%	1	20,000	100,000
2 Star Sr. Director			2	25,000	
3 Star Sr. Director			3	30,000	
4 Star Sr. Director			4	40,000	
Vice President	5	2%	1	50,000	1,000,000
2 Star Vice President			2	60,000	
3 Star Vice President			3	75,000	
4 Star Vice President			4	90,000	
Senior Vice President	6	2%	1	100,000	1,500,000
2 Star Sr. Vice President			2	125,000	
3 Star Sr. Vice President			3	150,000	
4 Star Sr. Vice President			4	175,000	
President	7	1%	1	200,000	3,000,000
2 Star President			2	225,000	
3 Star President			3	250,000	
4 Star President			4	275,000	
Chairman’s Circle	8	1%	1	300,000	6,000,000
Gold			2	350,000	
Platinum			3	400,000	
Diamond			4	500,000	

BODHD, Inc. also offers a car program in which (www.mlmllegal.com) distributors can win a Mini Cooper.

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

NA

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