

MLM Company Profile: Jusuru International, Inc.



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Jusuru International, Inc.

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmlegal.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

Asma Ishaq is the Founder of Jusuru International.

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Impact on the Industry

Jusuru International is a member of the Direct Selling Women's Alliance. Jusuru is a pending member of the Direct Selling Association.

Discussion of Products

Jusuru International sells liquid nutraceuticals that promote healthy aging, active joints, and younger looking skin.

Discussion of Opportunity

Jusuru International offers the following compensation (www.mlmlegal.com) plan:

Rank Qualifications

Each rank status is valid for a twelve consecutive month period, although your commissions / bonuses will be calculated and "Paid As" the rank status you achieve each month.

Venture I: Open to all individuals who enroll as an Independent Representative (iRep) with Jusuru International Inc. and purchase 140 Personal Volume (PV) will achieve Venture I and earn up to a 40% discount off Jusuru product orders.

Venture II: To achieve and maintain Venture II, in one month an iRep must be Active with a minimum of 140 PV, and have one Active Leg (one iRep in their downline with a minimum of 140 PV).

Venture III: To achieve and maintain Venture III, in one month an iRep must be Active with a minimum of 140 PV, have three Active Legs, and have a minimum of 750 in Group Volume (GV).

Venture IV: To achieve and maintain Venture IV, in one month an iRep must be Active with a minimum of 140 PV, have four Active Legs, two of which are at least Venture II, and have a minimum of 1,500 GV.

Endeavor I: To achieve and maintain Endeavor I, in one month an iRep must be Active with a minimum of 140 PV, have five Active Legs, two of which are at least Venture III, and have a minimum of 3,000 GV.

Endeavor II: To achieve and maintain Endeavor II, in one month an iRep must be Active with a minimum of 140 PV, have five Active Legs, two of which are at least Venture IV, and have a minimum of 3,000 GV.

Endeavor III: To achieve and maintain Endeavor III, in one month an iRep must be Active with a minimum of 140 PV, have five Active Legs, two of which are at least Endeavor I, have a minimum of 3,000 GV, and have a minimum of 15,000 Downline Volume (DV).

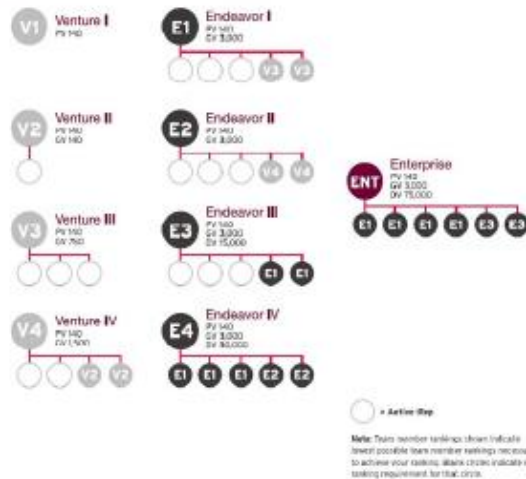
Endeavor IV: To achieve and maintain Endeavor IV, in one month an iRep must be Active with a minimum of 140 PV, have five Endeavor I Legs, two of which are at least Endeavor II, have a minimum of 3,000 GV, and have a minimum of 30,000 DV.

Enterprise: To achieve and maintain Enterprise, in one month an iRep must be Active with a minimum of 140 PV, have six Endeavor I Legs, two of which are at least Endeavor III, have a minimum of 3,000 GV, and have a minimum of 75,000 DV.

Rank Advancement

As you share Jusuru with others, your network expands and you achieve milestones, you advance in rank, and receive special rewards and recognition for your achievements along the way. At each level of the Jusuru Reward Compensation Plan, you qualify for additional bonuses and increased commission as your team grows.

Rank Organization Overview



Annual Requalification & Title Maintenance

To re-qualify each year, an annual renewal fee will be processed for your yearly contract as a Jusuru Independent Representative and:

- iReps who achieve Venture II, Venture III, or Venture IV, will maintain their Rank Status at the same level, regardless of their Paid As rank.
- iReps who achieve Endeavor I and higher must re-qualify their rank status annually to maintain their right and privileges of the title. To re-qualify at their highest rank status, they must also achieve the same rank qualification within one year from the date achieved the rank or last date they achieved the qualifications to maintain the rank title. iReps who do not complete their annual requalification by not achieving rank status during the twelve consecutive month period will be re-classified to the highest title achieved and will lose any rights and privileges associated with the higher ranks.

For any iRep who achieves Endeavor I or higher and does not complete their requalification at the same level, the lowest rank status they can be reclassified as is Venture IV.

- **Example:** iRep John Smith achieves Endeavor III in January 2010, then is Paid As Endeavor 1 each following month from February 2010 through December 2010. Then in January 2011, one year from achieving Endeavor III, he will be lowered and re-classified as Endeavor 1.

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The Jusuru Bonuses 9 Ways to Live

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The Jusuru Reward Compensation Plan is one of the most dynamic in the industry, offering 9 valuable bonuses that allow you to increase your earnings as you move up in rank.

1. Direct Sales - up to 30% Profit

When you purchase Jusuru Life Blend at wholesale for \$35 per bottle, you have an opportunity to sell the product at \$49.95 per bottle retail price yielding a 40% retail profit

Selling Price (Retail Price) \$49.95	- Wholesale Price (Distributor Price) \$35.00	=	Retail Profit \$14.95
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2. Preferred Customers - discount for autoship

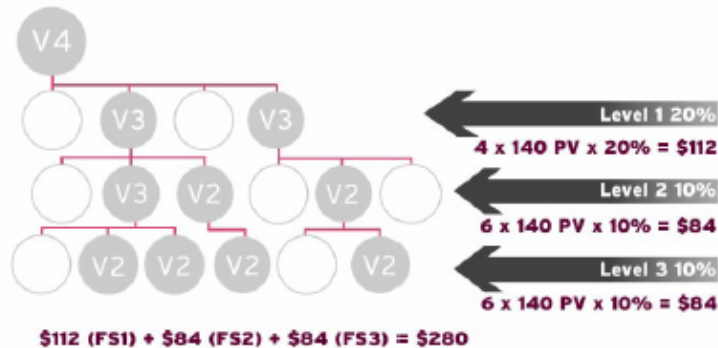
As you begin to build your customer base you will soon realize that you have loyal customers and you can offer them something special with our preferred customer program. When your preferred customers enroll on autoship, they will receive product automatically every month and receive a 15% discount on their shipments, and you will receive 15% retail profit for as long as they continue their autoship. This is a great way to say thank you for their business and ensure the growth and success of your Jusuru business.

3. Fast Start Bonus - up to 20% team commission

As you begin to build your team and advance in rank you will be able to take advantage of the Fast Start Bonus (FSB). You will receive increased commissions on the Personal Volume of your new personally sponsored iReps for their first 60 days! Unlike other compensation plans that only offer Fast Start Bonus for your first 60 days, Jusuru offers Fast Start payout on your new iRep's first 60 days allowing you to always be eligible for FSB as long as you continue to sponsor into your team.

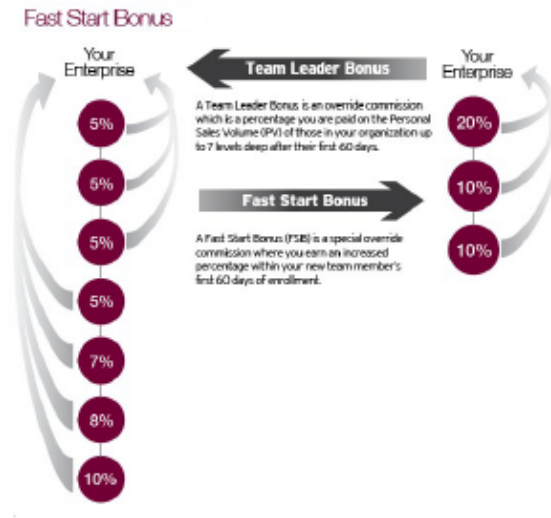
How the Fast Start Bonus Works

In this example each member of the team is active, purchasing 140 PV, and all are within the 60 day Fast Start Bonus period.



4. Team Commissions – up to 10% team commission

After the Fast Start Bonus period you will continue to earn commissions on the Personal Volume of your team up to seven (7) levels deep. You will continue to earn Team Commissions for as long as you, and your team, remain Active.



5. Elite Leadership Bonus

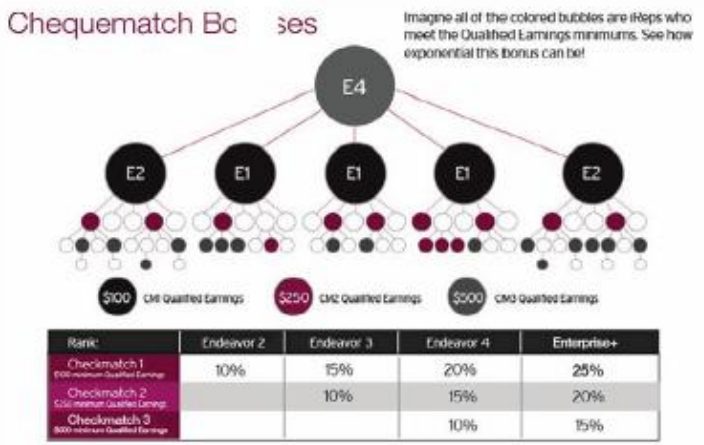
The Elite Leadership Bonus (ELB) rewards emerging leaders with Rank Advancement Bonuses when you advance in rank, and when you personally sponsor iReps who advance in rank. To qualify for the cash bonuses, simply:

- Achieve Venture III, with three (3) personally sponsored Active Legs, for two consecutive qualifying months, and receive a onetime Rank Advancement Bonus of \$100.
- Achieve Endeavor I, with two (2) personally sponsored Venture III Legs who have personally sponsored their three (3) Active Legs, for two consecutive qualifying months, and receive a onetime Rank Advancement Bonus of \$300.
- For each iRep you personally sponsor who achieves the Venture III Rank Advancement Bonus, you will earn a \$100 Matching Bonus as long as you have maintained the rank of Venture III or higher yourself, (with three (3) personally sponsored Active Legs) for two consecutive qualifying months.



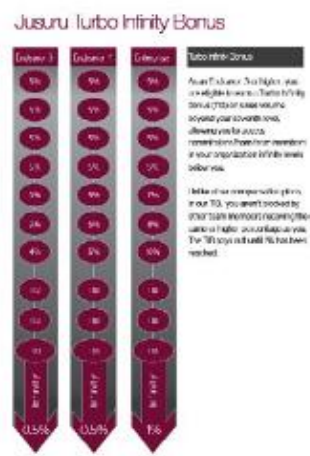
6. Checkmatch Bonus – up to 25% on team income

Jusuru International, Inc. has developed a groundbreaking Checkmatch Bonus that rewards Endeavor 2 and above by paying a matching percentage of their team member’s Qualified Earnings. We are rewarding you for helping others increase their Jusuru Reward by giving you a percentage of their Qualified Earnings. Qualified Earnings includes: Fast Start Bonus, Team Commissions, and Turbo Infinity Bonus. Your Checkmatch Bonus is based on the total amount of their Qualified Earnings, not just the minimum Qualified Earnings. We’re all about people helping people, and the more people you help, the greater your Leader Checkmatch Bonus will be.



7. Turbo Infinity Bonus – up to 1% on all team sales

Jusuru International, Inc. rewards our leaders with some very special bonuses. As an Endeavor 3 and above you are eligible to receive our Turbo Infinity Bonus (TIB). Turbo Infinity Bonus pays Team Commission beyond your 7th level allowing you to unlock the depth of your entire organization. With the TIB, Jusuru has found a way to potentially reward you for anyone, anywhere, across the globe who purchased Jusuru because of you.



8. Leadership Pools – earn shares in pools

Jusuru sets aside a percentage of company sales to reward its leaders with special incentives, prizes, cash, luxury vacations and much more. Earn shares in the Jusuru Leadership Pool and take advantage of our latest incentive.

9. Luxury Car Bonus – up to \$1,000/month for a Mercedes-Benz

As an Endeavor 3 or above, Jusuru rewards you by giving you up to \$1,000 a month for a silver Mercedes-Benz. To qualify for the Car Program, you must maintain a paid as rank of Endeavor 3, have one Endeavor 2 leg, and 25,000 DV or higher for three consecutive months. Your car bonus will be paid in the fourth consecutive qualified month.

Paid-as Title	Additional Qualifications	Consecutive Periods	Award Amount
E3 or Above	1 E2 Leg and 25,000 DV	3	\$500*
E3 or Above	2 Personally Sponsored \$500 Award Level Qualified iRep Legs	3	\$700*
E3 or Above	2 Personally Sponsored \$700 Award Level Qualified iRep Legs	3	\$1,000*



* The award amount earned towards the Silver Mercedes-Benz of your choice.

- If you fail to qualify at any of the Car Award levels (after your initial qualification), but are paid-as an E3, then you will receive 75% of the \$500 Car Award.

- If you fail to qualify at any of the Car Award levels (after your initial qualification), but are paid-as an E2, then you will receive 50% of the \$500 Car Award.

-If you are Paid As an E1, you will not receive any Car Award in that period, but may in subsequent periods if you are Paid As an E2 or higher (for at least a partial payment). If you are paid as an E1 or lower for three consecutive periods, you must meet the full qualifications for three consecutive periods before you may receive any Car Award (in the fourth consecutive qualified month) again.

The Jusuru Rank Progression

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Rank	V2	V3	V4	E1	E2	E3	E4	Enterprise
Qualifications	+180 PV +15 Active Leg +180 GV	+180 PV +2 Active Leg +750 GV	+180 PV +4 Active Leg, 2 of which are V2 +1900 GV	+180 PV +5 Active Leg, 2 of which are V2 +3,000 GV	+180 PV +5 Active Leg, 2 of which are V4 +3,000 GV	+180 PV +5 Active Leg, 2 of which are E1 +3,000 GV +25,000 PV	+180 PV +5 Active Enduser Leg, 2 of which are E2 +3,000 GV +30,000 PV	+180 PV +6 Active Enduser Leg, 2 of which are E4 +3,000 GV +75,000 PV
Fast Start 1	15%	20%	20%	20%	20%	20%	20%	20%
Fast Start 2	7%	10%	10%	10%	10%	10%	10%	10%
Fast Start 3		7%	10%	10%	10%	10%	10%	10%
Level 1	3%	5%	5%	5%	5%	5%	5%	5%
Level 2	3%	5%	5%	5%	5%	5%	5%	5%
Level 3		3%	5%	5%	5%	5%	5%	5%
Level 4			3%	5%	5%	5%	5%	5%
Level 5				3%	3%	3%	5%	7%
Level 6					2%	3%	5%	8%
Level 7						4%	5%	10%
Time Incentive Bonus						0.5%	0.5%	7%

For more information, one must contact the company.

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

NA

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