

# MLM Company Profile: Big Planet (Division of Nu Skin Enterprises)



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### Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmlegal.com](http://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.\*

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### Founding Story

Nu Skin is located out of Provo, Utah and was founded in 1984.

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### Impact on the Industry

Ne Skin is a member of the Direct ([www.mlmlegal.com](http://www.mlmlegal.com)) Selling Association.

The company supports children in need through the Nu Skin Force for Good Foundation.

### Discussion of Products

The company operates in three different divisions, 1) a division selling premium quality skin care and personal care products, 2) the Pharmanex division, which develops nutritional products, and 3) the Big Planet division which markets internet technology, ebusiness tools and digital products.

Big Planet is a provider of communication and integrated technology products for individuals and businesses. Nu Skin provides the devices, connection and destinations for customers. One of the new additions to the product line is Photomax, which allows customers to organize, preserve, share and enjoy digital photos. Photomax is a

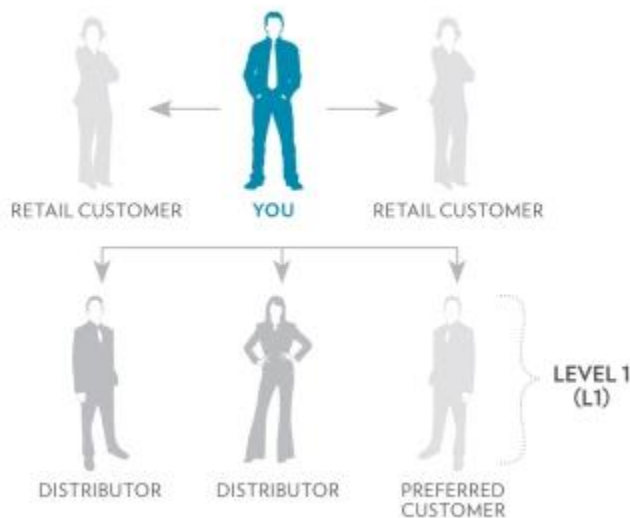
website that allows customers to put photos into Movie Magic™ DVDs, Slideshow DVDs, Photo Books, Photo Cards, specialty products, and of course, prints.

### **Discussion of Opportunity**

Distributors earn income through retail markups of products purchased at wholesale prices and through commissions paid on one's product sales and the sales of downline distributors.

Nu Skin offers the following compensation plan:

*Fast-Start Payments, Retail Profits, and Volume Commissions*



*Enroll Customers and new Distributors to begin earning Fast-Start payments, retail profits and volume commissions.*

### **EARNINGS POTENTIAL**

*As a Distributor you can earn:*

- *Up to 30% profit on Retail Customer purchases<sup>2</sup>*
- *Fast-Start Payments when you sell Fast-Start Product Packages*

*See package example below:*

— \$375 US (\$431.25 CA) suggested retail package price<sup>1</sup>

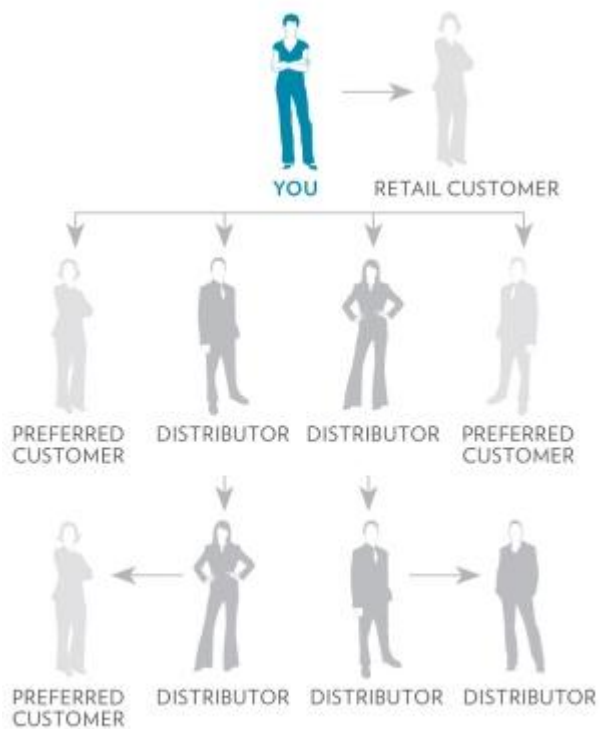
— 200 PSV

*\$85 potential retail profit*

*Plus, \$50 Fast-Start Payment to the seller*

- *5% commission on L1 sales volume generated monthly*

*Foundation For Your Future*



*Build your organization and become an Executive Leader and see your earnings multiply.*

### *EARNINGS POTENTIAL*

*During Executive Qualification you can earn:*

- *The same as Step 1, PLUS*
- *Opportunity to participate in the Mega Performance Bonus Pool*

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*HOW TO QUALIFY AS AN EXECUTIVE ...*

*Month 1 (LOI)*

*Month 2 (Q1)*

*Month 3 (Q2)*

100 PSV, ADR, and 1,000 GSV\* 100 PSV, ADR, and 1,500 GSV\* 100 PSV, ADR, and 2,000 GSV\*

**AND THEN EARN... EXECUTIVE BONUS**

9%	2,000-2,999 GSV
10%	3,000-4,999 GSV
11%	5,000-9,999 GSV
12%	10,000-14,999 GSV
13%	15,000-24,999 GSV
14%	25,000-49,999 GSV
15%	50,000+ GSV

**EARNINGS POTENTIAL**

*As an Executive you can earn:*

- *The same as a Qualifying Executive, PLUS*
- *A monthly Executive Bonus (EB) on your total GSV\**

*Ensures the Maximum Payout for You*

*Increase your earning potential as Nu Skin pays you the maximum commission possible.*

**EARNINGS POTENTIAL**

- *Commission from Step 1 and Step 2, PLUS*
- *The method that pays you the most from the Wealth Maximizer calculations*

*Increase your earning potential as Nu Skin pays you the maximum commission possible.*

**EARNINGS POTENTIAL**

- *Commission from Step 1 and Step 2, PLUS*
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**EARNINGS POTENTIAL**

- *Commission from Step 1 and Step 2, PLUS*

- The method that pays you the most from the Wealth Maximizer calculations

Increase your earning potential as Nu Skin pays you the maximum commission possible.

**EARNINGS POTENTIAL**

- Commission from Step 1 and Step 2, PLUS
- The method that pays you the most from the Wealth Maximizer calculations

## WEALTH MAXIMIZER

MAXIMIZE YOUR BONUS POTENTIAL

**VOLUME MAXIMIZER:**  
EXTRA EXECUTIVE BONUS + DOUBLE G1 BONUS

EXTRA EXECUTIVE BONUS (EEB)	
MIN GSV	BONUS %
3000	5%
+	
DOUBLE G1 BONUS (DBLG1)	
MIN GSV	BONUS %
3000	10%

Earn an extra 5% commission on personal GSV plus 10% commission on the GSV of your G1 Breakaway Executives

**OR**

**DEPTH MAXIMIZER:**  
BREAKAWAY EXECUTIVE BONUS

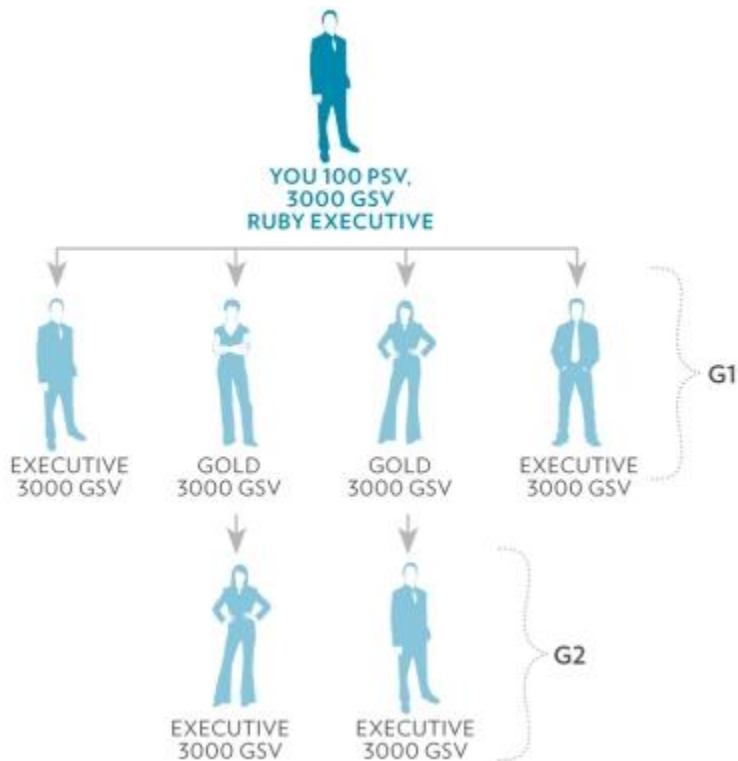
TITLE	GOLD	LAPIS	RUBY	EMERALD	DIAMOND	BLUE DIAMOND
Number of G1 Breakaway Executives						
	1	2,3	4,5	6,7	8,9,10,11	12
1	5%					
2		5%				
3			5%			
4				5%		
5					5%	
6						5%

Earn up to 5% commission on the GSV of every Breakaway Executive in your organization

**BONUS PAYOUT EXAMPLE**

Nu Skin automatically maximizes your commissions, every month, and pays you the calculation that earns you the most.

VOLUME MAXIMIZER		OR	DEPTH MAXIMIZER	
EEB at 5%	\$150		G1 at 5%	\$600
DBLG1 at 10%	\$1200		G2 at 5%	\$300
<b>TOTAL</b>	<b>\$1350</b>		<b>TOTAL</b>	<b>\$900</b>



*Earn a Share of the Region's Success*

*Qualifying Executives and Executives earn a share of the Americas, Europe and South Pacific commissionable sales through the Mega Performance Bonus Pool.\* The Mega Performance Bonus Pool incorporates monthly commissionable sales volume from the United States, Canada, Europe, Russia, Israel, South Africa, Central America, South America, and the South Pacific.*

MINIMUM 4 SHARES REQUIRED TO PARTICIPATE		
QEXEC	1 share =	1 new qualified Letter of Intent (LOI)

MINIMUM 6 SHARES REQUIRED TO PARTICIPATE		
EXEC	1 share =	1 new qualified Letter of Intent (LOI) OR Each Distributor passed Q1 OR Each Distributor passed Q2

**EARNINGS POTENTIAL**

A share of the Americas, Europe and South Pacific Commissionable Sales Mega Pool Shares can be accumulated by the following:

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Qualifying Executives and Executives:

- 1 share for each new qualified Letter of Intent (LOI)

Executives Only:

- 1 share for each passed Q1 Qualifying Executive
- 1 share for each passed Q2 Qualifying Executive

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

Nu Skin utilizes a multi-level compensation plan ([www.mlmlegal.com](http://www.mlmlegal.com)) and a person-to-person sales strategy. Nu Skin operates in over 48 countries in North and South America, Asia and Europe. The company had averaged 75,710 distributors in 2008.

Company Website: [www.nuskin.com](http://www.nuskin.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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