

MLM Company Profile: Awareness Life



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Awareness Life

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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

NA

Impact on the Industry

NA

Discussion of Products

Awareness Life sells nutritional and dietary health products. One of the company's specialty products is called Daily Complete!, which contains 243 vitamins, minerals, and nutrients. Daily Complete! is a liquid supplement that improves energy and reduces stress.

Discussion of Opportunity

Awareness Life presents the following compensation (www.mlmllegal.com) plan:

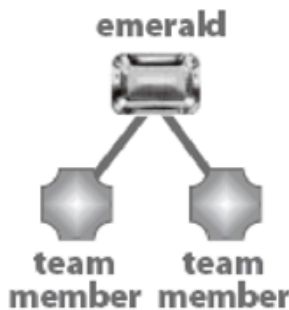
1. become a team member – make retail profit

how much retail profit do I make as a new *team member*?

As a new Team Member, you have the benefit of purchasing AwarenessLife® product right away at a 15% discount. You can then sell those products to your customers at full retail price. That means you will immediately earn 15% on everything you retail as a Team Member, no matter how small the order!

EXAMPLE:

When you retail \$100 worth of products you make \$15 profit! ($\$100.00 \times 15\% = \15.00)



2. become an emerald – get activated

how do I become an emerald and get products at a 25% discount?

To keep the calculations simple, each AwarenessLife® product is assigned a certain point value called Bonus Volume (BV). To become activated, you simply purchase 100 Bonus Volume Points (BV) worth of product in one calendar month. After you order 100 BV in one calendar month, you will automatically be promoted to Emerald status and receive a 25% discount on all future product orders. This means you'll make an additional 10% profit on every retail sale you make, simply by being activated.

how do I increase my discount to 35%?

When you join *AutoShip Monthly Home Delivery* with an order of one product or more, you are elevated to the 35% discount level.

When you join *AutoShip Monthly Home Delivery* and order one product or more*, your wholesale discount jumps from 25% to 35%! This means you'll make another 10% profit on every retail sale you make!

Once you become activated, that signifies to your sponsor that you are ready to start making a great income on direct retail sales, and you may be ready to start building a network of Team Members. (Refer to the Product Overview on page 30 for a full breakdown of BV points per product).

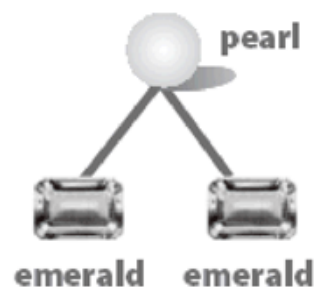
3. become a pearl – get qualified

how do I get *qualified* as a pearl?

After you have *activated* your business and are promoted to Emerald status, you can begin building your Team. As we have explained earlier, you build a team to work for YOU.

Start by sponsoring two new Team Members, one on your Left Team, one on your Right Team, and coach them to do what you have learned. Your goal is to help them reach Emerald status. To set placement of your new Team Members in your Downline Organization, simply click on “Set My Placement Flags” located under the “My Organization” tab.

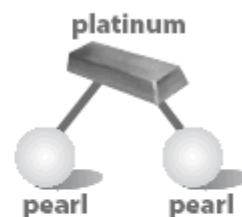
You will constantly be building two teams in your business– a *Left Team* and a *Right Team*. After your first two Team Members, every person you sponsor will be placed in your *Right Team*, unless you reset the placement flags. Help each person you sponsor to reach Emerald status by purchasing at least 100 BV of product. Next, make sure they join AutoShip Monthly Home Delivery so they reach the 35% discount level. Once they have been promoted to Emerald status, and you maintain an AutoShip order of at least one product, you are *qualified*. This is also known as being promoted to Pearl status.



4. become a platinum

how do I advance to the platinum status?

Once you have a Pearl Team Member in your LEFT Team and a Pearl Team Member in your RIGHT team, and you and both of your Pearl Team Members are on AutoShip, you advance to Platinum status and qualify for the car bonus. These Pearl Team Members can be anywhere in your Downline.



what do I receive by reaching the *platinum* status?

As a Platinum, you are qualified to receive the car bonus. Your car bonus is based on the number of times you cycle per month (refer to the Seven-Step Cumulative Payout Chart on page 15). Every second cycle awards you an additional \$100 in your car bonus account. The maximum car bonus allotment is \$500 U.S. per month.



5. become a royal diamond

how do I advance to the *royal diamond* status?

In order to be promoted and advance to the Royal Diamond status you must sponsor a LEFT Team Member and a RIGHT Team Member that have been promoted to the Platinum level. In addition to you, both LEFT and RIGHT Platinum Team Members must be on AutoShip Monthly Home Delivery and remain on AutoShip. These Team Members can be anywhere in your Downline.



what do I receive by reaching the *royal diamond* status?

When you reach the Royal Diamond status, you will receive a bonus of \$500 AutoShip Rewards Dollars, added directly into your current Rewards balance! These bonus Rewards Dollars follow the same rules and restrictions as your previously earned Rewards Dollars.*

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6. become a blue diamond

how do I advance to the *blue diamond* status?

To reach the Blue Diamond status, you must first sponsor a LEFT Team Member and a RIGHT Team Member that have been promoted to Royal Diamond status.

In addition, you must have personally sponsored 12 new activated (Emerald) Team Members, and 12 Preferred Customers who are new to AutoShip Monthly Home Delivery for the duration of the two-month period in accordance with the bi-monthly Profit Sharing Schedule.

You must have 600 BV in personal volume on AutoShip. Finally, you need to have a minimum of 3 live public meetings per bi-monthly period.

EXAMPLE: If you met all of the requirements for the bi-monthly period April/May, you would qualify for Blue Diamond status. If you met the requirements in May/June, but not in June/July, you would not qualify because this is not a designated bi-monthly period.

To maintain Blue Diamond status, you must continue with 600 BV on AutoShip and 3 public meetings a month, but the sponsorship requirement decreases to 6 new activated (Emerald) Team Members, and 6 Preferred Customers who are new to AutoShip Monthly Home Delivery.

If you do not maintain these requirements, you will revert to the Royal Diamond status.

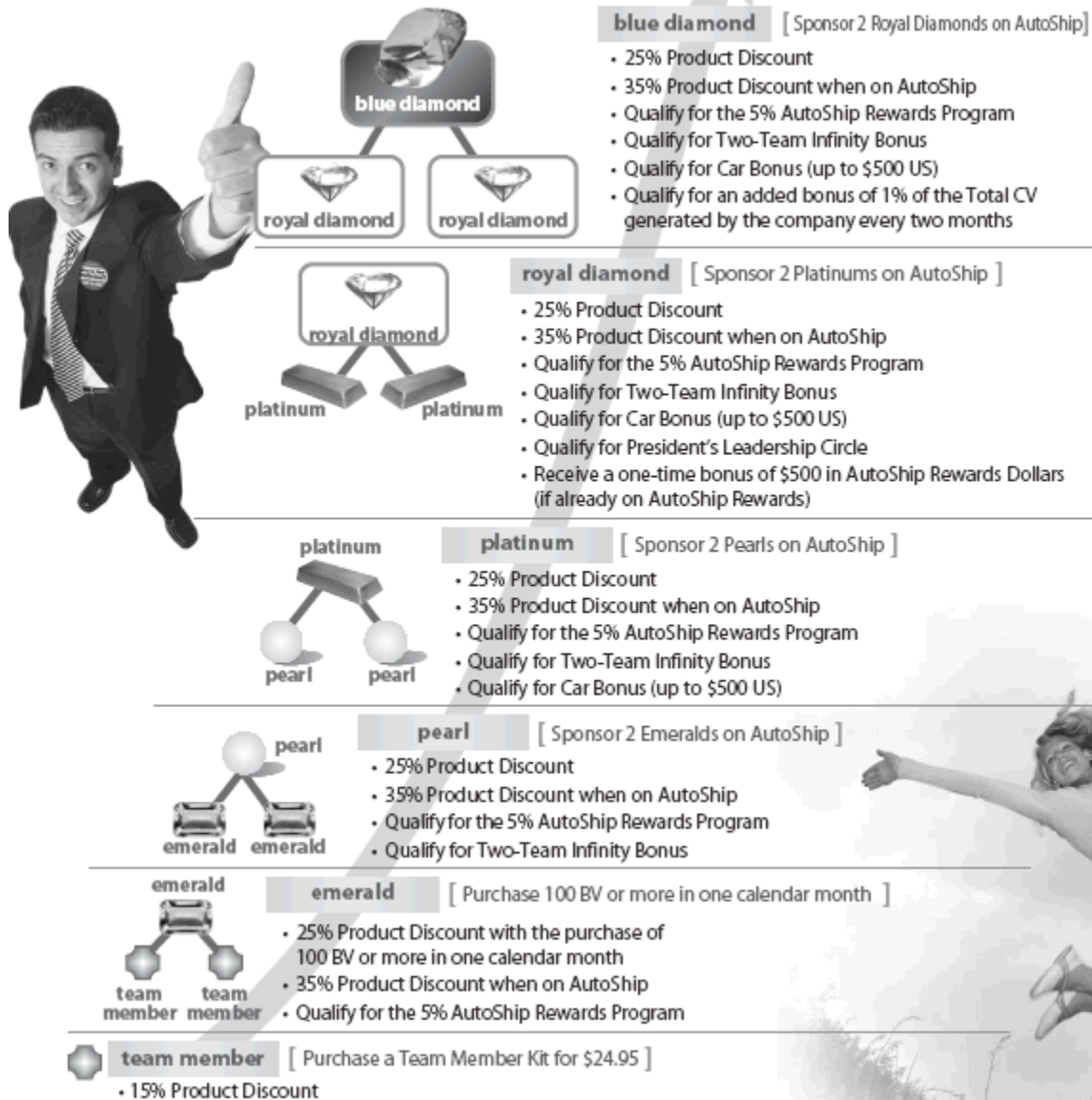
what do I receive by reaching the *blue diamond* status?

When you have taken the time to lead others to success in AwarenessLife®, we reward that extra personal effort. One percent of the entire company's CV is divided among the top 100 Blue Diamonds. This bonus is paid out every other month, according to the bi-monthly Profit Sharing Schedule.



The compensation plan summary is provided as follows:

team member level summary



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

Awareness Life operates in the United States and Canada.

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