



# Consultant Business Model

USA





**Your Adventure  
Begins Now!**



### START YOUR JOURNEY TODAY

Life is kind of a big deal, and you want to enjoy everything it has to offer.

It's a gift to live healthy, vibrant and well. And it's one that we want to share with everyone. That's why we've been sharing nature's healing power for nearly 50 years.

Once you feel the difference, you'll want everyone around you to feel it, too. Sharing something that helps you is only natural...and rewarding.

Each of us has different goals and dreams, so it's natural for us to take different paths through life. The beauty of Nature's Sunshine is that no matter what your dreams include, you can achieve them. Let us help!

People just like you earn referral rewards every month simply by sharing products they love with their friends. The first step is the same for everyone...begin.







# Plan Overview



### GLOBAL SHARING PLAN

Our global sharing plan has two distinct parts that work in harmony—our Consultant Business Model and our Customer/Affiliate Sharing Plan. Consultants are automatically eligible to participate in both.

### CONSULTANT BENEFITS

In today's world, health enthusiasts are passionate about sharing products that they trust and love. Nature's Sunshine offers you many ways to earn as a Consultant:

1. 5 levels of rewards when your downline Consultants purchase and resell product.
2. Purchase products at a Consultant discount and resell them at retail.
3. Up to 20% rewards on Customer purchases made by people referred by YOUR Consultants or Customers.
4. Up to 10% rewards on Customer purchases made by people referred by Customers in the groups of YOUR Consultants.
5. Plus 15% cash rewards through our Customer/Affiliate Sharing Plan.\*\*

Rewards are paid to all active Consultants based on the sales of customers they personally refer.



\*\*Refer to Customer/Affiliate Sharing Plan flyer for details



A man with a beard and curly hair is sitting on a wooden bench outdoors. He is wearing a white t-shirt with dark grey sleeves and dark jeans. He is smiling and looking to his left. The background is a light blue sky and a green metal structure.

# Consultant Business Model



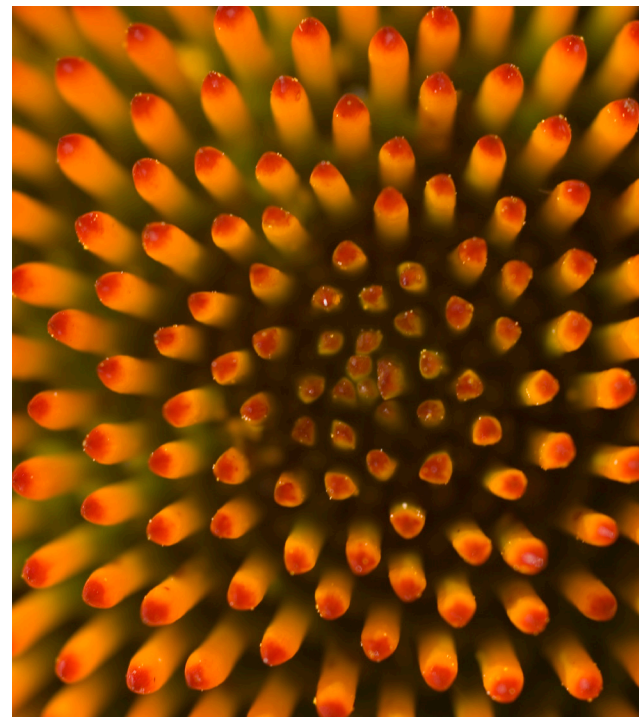
## CONSULTANT BENEFITS

As a Nature's Sunshine Consultant, you'll enjoy the benefits of discount purchasing, the opportunity to build a team and earn rewards for up to 5 levels of Consultants, special event invitations, promotions, recognition and more!

Nature's Sunshine may hold promotions that allow Consultants to earn perks, incentives and other opportunities such as:

- Convention/Conference
- Regional Meetings
- Incentive travel
- Sales and discounts
- Short-term promotions and offers
- Rank Advancement rewards and recognition
- Free Shipping twice a month!

Qualification for benefits (including payments) always starts with sharing or purchase and resale of products. Each product is assigned a value called Purchase Volume (PV), which is based on the product's price and is published on the price list.



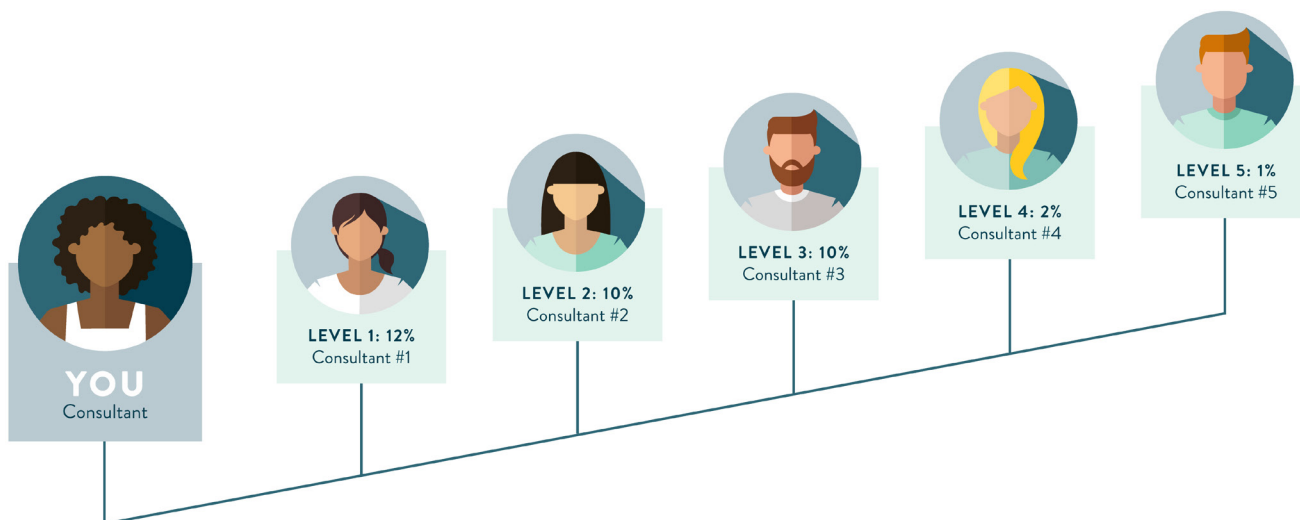


### HOW YOU GET PAID

Reward payments are calculated for each Consultant sale based on 3 things:

1. The PV of the sale
2. If the Consultants directly linked to the purchasing Consultant qualify for payment this month
3. The number of levels of qualified payees between the upline Consultant and you

Commissions for Consultant orders are spread to the first 5 upline, qualified Consultants (based on rank), according to a commissions table:





### RANK QUALIFICATION

Advancing in rank happens as you build a stable group. Your rank qualification is based on three things: Group Volume (GV), First-Level Senior Consultants, and having a minimum monthly amount of Total Organizational Volume (TOV).

1. Achieve Group Volume (GV) of 300-1,000 per month.

$$\text{Your PV} + \text{PV of all Customers} = \text{GV}$$

- A personal purchase is NOT required.
- The first 6 ranks only require a total GV of 300.
- The highest ranks require a GV of 1,000.
- Includes PV of customers referred by YOUR customers

2. Achieve 1-3 First-Level Senior Consultants.

- A “Senior Consultant” has a Group Volume of at least 300.
- No rank requires more than 3!

3. You must have 1,500-1 Million Total Organizational Volume.

$$\text{Your PV} + \text{PV of all Consultants \& Customers in Entire Downline} = \text{TOV}$$





## RANK/QUALIFICATION REWARDS TABLE

RANK/ QUALIFICATION	CONSULTANT	SENIOR CONSULTANT	DIRECTOR	DIRECTOR 3K	DIRECTOR 6K	EXECUTIVE 12K	EXECUTIVE 25K	EXECUTIVE 50K	PRESIDENTIAL 100K	PRESIDENTIAL 200K	CHAIRMAN'S CLUB 500K	CHAIRMAN'S CLUB 1M
Group Volume (GV)	--	300	300	300	300	300	300	1k	1k	1k	1k	1k
First-Level Senior Consultants	--	--	1	2	2	3	3	3	3	3	3	3
TOV/Month	--	--	1,500	3k	6k	12k	25k	50k	100k	200k	500k	1M
Balance Rule*	--	--	--	--	--	3k	7.5k	20k	50k	120k	300k	600k

\* Balance Rule: Total TOV from all first-level leaders in a consultant's downline besides the largest leader.

## GET PAID BASED ON YOUR RANK

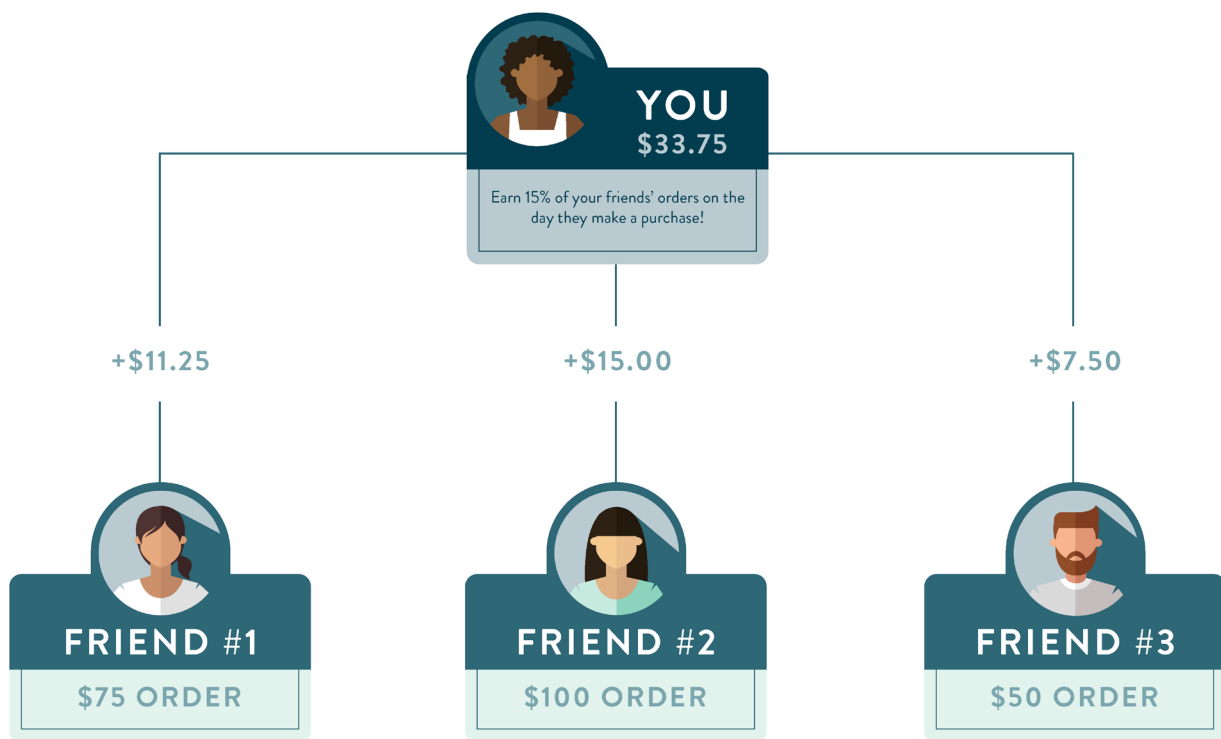
RANK/ QUALIFICATION	CONSULTANT	SENIOR CONSULTANT	DIRECTOR	DIRECTOR 3K	DIRECTOR 6K	EXECUTIVE 12K	EXECUTIVE 25K	EXECUTIVE 50K	PRESIDENTIAL 100K	PRESIDENTIAL 200K	CHAIRMAN'S CLUB 500K	CHAIRMAN'S CLUB 1M
LEVEL 1	--	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
LEVEL 2	--	--	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
LEVEL 3	--	--	--	10%	10%	10%	10%	10%	10%	10%	10%	10%
LEVEL 4	--	--	--	--	--	2%	2%	2%	2%	2%	2%	2%
LEVEL 5	--	--	--	--	--	--	--	1%	1%	1%	1%	1%

Note: According to Plan rules, Consultants earn money in the current month based on the rank achieved in the previous month. This allows Nature's Sunshine to calculate and pay rewards quickly, without having to wait until the end of the current month.



### EARN REWARDS FROM YOUR CUSTOMERS/AFFILIATES

Consultants are eligible to earn when they share with customers OR when people in their downline share. Anytime you share and a customer buys, a link is created between you and your customer. So anytime the customer re-purchases, you get rewarded!



Your friends get 25% off their first order,  
and you earn 15% of their order total!



GET REWARDED WHEN YOUR DOWNLINE SHARES

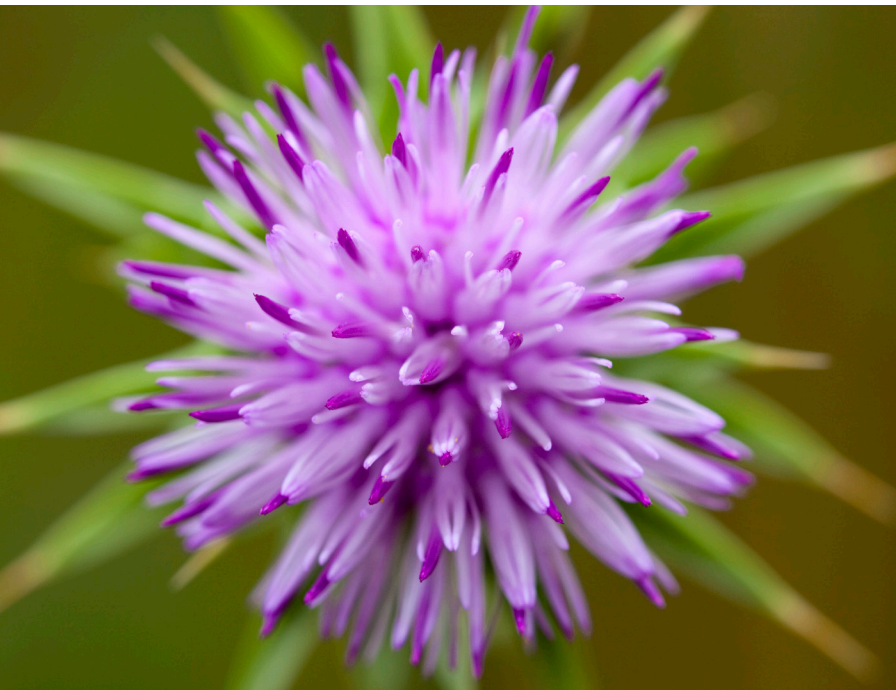
When a customer purchases, up to 3 people are paid: the person who shared with the customer and two upline Consultants based on their eligibility. (Eligibility is based on rank.) As a Consultant, you earn rewards when your customers buy or share! See table below.

Qualifications for same-day payments are based on rank.  
Qualifications for month-end rewards are based on rank and new customer sales.

CONSULTANT’S CUSTOMER SHARING TABLE

PERSON	PAYMENT	WHEN/HOW
Sharer	15% of the Purchase*	Calculated Same Day
Upline Consultant 1 (Senior Consultant or Above)	Up to 20% of the PV	Up to 15% calculated same day 5% at the end of the month**
Upline Consultant 2 (Director 3K or above)	Up to 10% of the PV	Up to 5% same day and 5% at the end of the month**

\*Consultants receive this reward in cash. It is calculated at 15% of the final cost of the purchase, in local currency, before shipping charges and taxes.  
\*\*+5% of PV at month end if upline has new Customer sales of \$200 that month





**VOLUME PRICING CHART**

(FOR CONSULTANTS WHO OPERATE A RETAIL BUSINESS)

MINIMUM ORDER SIZE	DISCOUNT FROM CONSULTANT PRICE	PV DISCOUNT FACTOR FOR COMMISSION
\$500	10%	0%
\$750	15%	20%
\$1,000	20%	33%
\$2,000	30%	66%

Nature's Sunshine separates itself by allowing Consultants to inventory and display products in a retail setting. The published discounts above allow these retailers to maintain similar profit margins with non-MLM suppliers of competing products. To facilitate this, PV amounts for purchases receiving a 15% Discount (or higher) are reduced as described above, for purposes of upline Commissions calculation. For the purpose of Rank qualification for all uplines, however, full PV is granted.



# Appendix & Key Terms



### **AFFILIATE**

An individual who has accepted an Affiliate Agreement with additional terms and conditions (at no cost) with Nature's Sunshine. In all respects, an Affiliate is the same as a Customer except they can choose to be paid in product credit or cash on the purchases made by those with whom they share.

### **BALANCE RULE**

In order to maintain or advance in rank, beginning at Executive 12K, a predetermined portion of a Consultant's TOV requirement must come from outside their largest first-level Consultant's downline. This Balance Rule TOV requirement is expressed as a monthly accumulated amount, and all other first-level Consultants and Customers/Affiliates in your group contribute to this requirement. This encourages both breadth and depth within your organization while also promoting stability for your overall organization.

### **COMMISSION**

Money earned by a Consultant from the Consultant's downline is considered a commission (i.e., non-employee compensation).

### **CONSULTANT**

An individual linked to another Nature's Sunshine Customer, Affiliate, Premium Member or Consultant who has accepted the terms and conditions of the Membership Agreement. Consultants receive discounted pricing (25% off MSRP), may build a team and may earn commissions from their downline.

### **CONSULTANT BUSINESS MODEL**

The payment model used when a Consultant makes a purchase, paying five eligible Consultants in the purchaser's upline. The breakdown of pay by level is as follows:

- » 12% in the first level – must be Senior Consultant rank or above to be eligible
- » 10% in the second level – must be Director rank or above to be eligible
- » 10% in the third level – must be Director 3K rank or above to be eligible
- » 2% in the fourth level – must be Executive 12K rank or above to be eligible
- » 1% in the fifth level – must be Executive 50K rank or above to be eligible

### **CUSTOMER**

An individual eligible to purchase products at regular price (MSRP) and refer products to others. They are paid according to the Customer/Affiliate Sharing Plan and can earn product credit on the purchases made by those they share with.

### **CUSTOMER/AFFILIATE SHARING PLAN**

This is the payment model used when a Customer, Affiliate or Premium Member makes a purchase, paying up to three individuals. These individuals include the Sharer (the individual who initially referred the Customer, Affiliate or Premium Member and to whom the purchasing Customer, Affiliate or Premium Member is linked) and the first two eligible Upline Consultants.

There is no cost or purchase requirement to participate in the Customer/Affiliate Sharing Plan. To be eligible for pay, the Sharer must have made a personal purchase or referral within the last 90 days or have a Premium Membership. The first Upline Consultant must hold the rank of Senior Consultant or above to be eligible for pay. The second Upline Consultant must hold the rank of Director 3K or above to be eligible for pay. If any individual is not qualified by activity or rank, the payment is lost. See Customer Sharing Table on page 11 for details.

### **DISCOUNT**

A percentage reduction from the MSRP, or standard Customer price, of a product or products due to a coupon, offer, program or other qualification. Consultants automatically receive a 25% discount on all purchases. Larger orders can qualify for additional discounts of up to 30%.

### **DYNAMIC COMPRESSION**

When a Consultant makes a purchase, we will pay five Consultants in the purchaser's upline. At each level, these individuals must meet certain rank requirements to be eligible for pay. When a Consultant in the purchaser's upline does not meet the rank requirement for their level of pay, they—and any other Consultant above them who does not meet the rank requirement—are skipped until we find a qualified Consultant to pay for that level. In this way, we ensure that five people are always paid when a Consultant makes an order. Plus, as long as you meet the rank requirements, this feature allows you to be paid on multiple levels of your organization beyond your fifth level.

### **GROUP VOLUME (GV)**

The sum of the PV from all personal purchases combined with the sum of the PV from all purchases made by all Customers, Affiliates and Premium Members who are linked directly to you within a given month. Does not include Consultants who are linked to you or the Customers, Affiliates or Premium Members in their organizations.

### **MEMBERSHIP AGREEMENT**

The binding contract between the Consultant and NSP. It governs the Consultant's membership and includes the Consultant Application, the NSP Compensation Plan, and the NSP Policies.

### **MEMBERSHIP FEE**

An annual fee that allows an individual to participate in the Consultant Business Model, to receive a 25% discount on purchases and earn commissions on their downline. Consultants gain access to the back office of the Nature's Sunshine website and the Learning Management System (LMS). They also receive exclusive shipping privileges and may participate in bonus programs and other incentives.

### **PREMIUM MEMBER**

Nature's Sunshine Customers and Affiliates can become Premium Members by ordering products through the Subscribe & Thrive program or by selecting the Premium Membership option when they make a purchase, which can add \$0-40 to their order total. Premium Membership provides one free shipment of products each month and a 20% discount on their orders.

Additionally, Premium Members are considered active for one year from the purchase of their Premium Membership, allowing them to receive payments from the orders of those they share with for the duration of their membership, regardless of whether they have purchased or referred a new Customer in a given month.

### **PURCHASE VOLUME (PV)**

The volume amount assigned to a product. Purchase Volume is used to determine an individual's Group Volume and Total Organizational Volume each month for rank purposes, and most commissions are calculated using it. PV amounts for similar products in each country where Nature's Sunshine operates are similar, allowing true global integration and opportunity.

### **RANK**

A level of leadership granted to a Consultant each month based on their Customer sales, first-level Consultant sales and total downline sales in the previous month. A feature of the Consultant Business Model, rank is not available to Customers, Affiliates or Premium Members. Rank advancement qualifies a Consultant to receive commissions on more levels of their downline. See the Rank/Qualification Rewards table on page 9 for details.

Rank requirements have been designed to create a simple, reachable path for individuals seeking to increase their engagement with Nature's Sunshine. Ranks have been categorized in several groupings, with Total Organizational Volume (TOV) being a key factor.



### **RENEWAL FEE**

An annual fee that gives Consultants a 25% discount from retail price on NSP products, access to their back office, Learning Management System (LMS) access, ability to earn commissions pay from 5 levels in their downline, participation in bonus programs and incentives, and exclusive shipping privileges.

### **REFERRAL**

A referral is how new Customers, Affiliates and Consultants are added to your downline. When someone uses a link you shared using our new digital tools to make a purchase, they are linked to your account as a new Customer. Alternatively, new customers can manually enter the ID of an existing Customer, Affiliate or Consultant when they place their original order to join an individual's downline.

### **REFERRAL REWARDS PROGRAM**

Consultants and Customers are eligible to earn income by referring other Customers to Nature's Sunshine. Earnings are based on the cost of the product in local currency and are calculated within 30 minutes. In addition to the person who referred the Customer, two Upline Consultants may also receive payment.

### **SENIOR CONSULTANT**

A Nature's Sunshine Consultant who accumulates 300 Group Volume within a month will qualify for the rank of Senior Consultant. To advance in rank, a Consultant must have 1-3 Senior Consultants in their first level and meet other rank requirements.

### **SHARER**

The Customer, Affiliate or Consultant who initially referred an individual to Nature's Sunshine and is linked to the referred individual's account.

### **SUBSCRIBE & THRIVE**

Products purchased through Subscribe & Thrive receive an additional discount (25% for Customers, Affiliates and Premium Members, and 30% for Consultants) and free shipping. Delivery can be scheduled at regular intervals (every month, every two months, every six months, etc.), but is limited to one (1) auto-shipment per month. Subscription can be paused or cancelled at any time.

### **TOTAL ORGANIZATIONAL VOLUME (TOV)**

The sum of the PV from all personal purchases combined with the sum of the PV from all purchases made by all Customers, Affiliates, Premium Members and Consultants in your ENTIRE downline within a given month.

### **UNILEVEL**

The Consultant Business Model is described in industry terms as a unilevel plan. This means that each purchasing Consultant within your organization, regardless of their rank, is considered an individual level for commission purposes.

### **WELCOME KIT**

A Customer, Affiliate or Premium Member who becomes a Consultant receives a Welcome Kit containing product information, sharing tools and shipping coupons to help them understand the business and begin growing.

