



THE CONSULTANT'S GUIDE TO OUR

# Compensation Plan

Our mission is to support  
the healing of humanity.

# Welcome to Inovitta!

At Inovitta, we are dedicated to bringing you the absolute best and most powerful solution in wound, skin and total body health. We are so proud of the profound effect it has had on people's lives.

Likewise, our Consultant Opportunity is a powerful and meaningful way to make a difference in your own life as well as in

the lives of the individuals, communities and the world we share.

As you review the information in this guide, we hope you will feel motivated and inspired to launch your Inovitta business knowing that we are right there with you, supporting your success and your potential to realize your entrepreneurial dreams!



## Our Founder - Jackie Cho

We at Inovitta are excited to embark on this new journey with you and your willingness to help and share with others the rewards of growth and success.

Believe in yourself, and the rest will fall into place. Have faith in your own abilities, work hard, and there is nothing you can't accomplish.

I hope you will share in my personal purpose to understand, help, share, care and love.

A handwritten signature in black ink, which appears to read "Jackie Cho". The signature is fluid and cursive, with a large, stylized flourish at the end.

- Jackie

## WAYS TO EARN

There are three fundamental ways to earn with our Compensation Plan:



All of our commissions and bonuses will reward you for developing a sustainable business, one that will grow with you and truly reward your efforts. As your business grows and your organization develops, you should adjust your personal focus and the time you spend on each of the three ways to earn to maximize your earnings.

## Inovitta Career Path

### TITLES & QUALIFICATIONS

#### CONSULTANT

Consultant (C0)	Consultant 1 (C1)	Consultant 2 (C2)	Consultant 3 (C3)
Enroll Active = 150 PSV	150 PSV 500 DV 250 MVR	200 PSV 900 DV 450 MVR	300 PSV 1,500 DV 750 MVR
		1 Active Leg	2 Active Legs

#### START HERE

To successfully launch your business, begin with a strong emphasis on sharing our amazing products. These sales are a great way to get started and begin earning immediate profit. As you build a base of customers, look for those that are passionate about our products and invite them to learn more about how they could earn money sharing something they love.



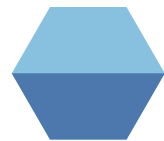
THE CONSULTANT  
**EMPHASIS**  
SELLING &  
TEAM BUILDING

## MENTOR

Mentor 1 (M1)	Mentor 2 (M2)	Mentor 3 (M3)
400 PSV 2,500 DV 1,250 MVR	400 PSV 4,000 DV 2,000 MVR	400 PSV 6,000 DV 3,000 MVR
3 Active Legs	2 Active Legs +2 C2+ Legs	2 Active Legs +2 C3+ Legs

### MASTER THE FUNDAMENTALS

As a Mentor, you will need to balance your efforts in both selling and team building. Each are vital to the growth of your business and to your personal advancement along the career path. You will begin to see your earnings flourish.



THE MENTOR  
**EMPHASIS**

BALANCED  
SELLING &  
TEAM BUILDING

## LEADERSHIP

Star (STAR)	Platinum (PLAT)	Ruby (RUBY)	Sapphire (SAPH)	Elite (ELITE)	Master (MASTER)
400 PSV 12,000 DV 6,000 MVR	400 PSV 24,000 DV 12,000 MVR	400 PSV 50,000 DV 25,000 MVR	400 PSV 100,000 DV 50,000 MVR	400 PSV 250,000 DV 125,000 MVR	400 PSV 600,000 DV 300,000 MVR
2 Active Legs +2 M2+ Leg	2 Active Legs +2 M3+ Legs	4 M3+ Legs	2 M3+ Legs +2 STAR+ Legs NewGenQ	2 M3+ Legs +2 PLAT+ Legs NewGenQ	2 STAR+ Legs +2 RUBY+ Legs NewGenQ

### LEADERSHIP BRINGS MEANINGFUL REWARDS

As you progress into leadership titles, you need to continue with your selling and team-building efforts, but your fundamental emphasis should shift toward team leadership. Mentor and teach your team to master selling and team-building. By serving as an example and by supporting their efforts, your leadership will bear meaningful and rewarding income.



THE LEADER  
**EMPHASIS**

LEADERSHIP  
MAINTAINING FUNDAMENTAL  
SELLING & TEAM BUILDING

# Sales Bonuses

## A RETAIL SALES BONUS

You earn a 20% Retail Sales Bonus from all of your retail customer orders. There is no minimum sales quota that you have to meet in order to receive this bonus. Every Consultant can earn this bonus regardless of their title or experience.

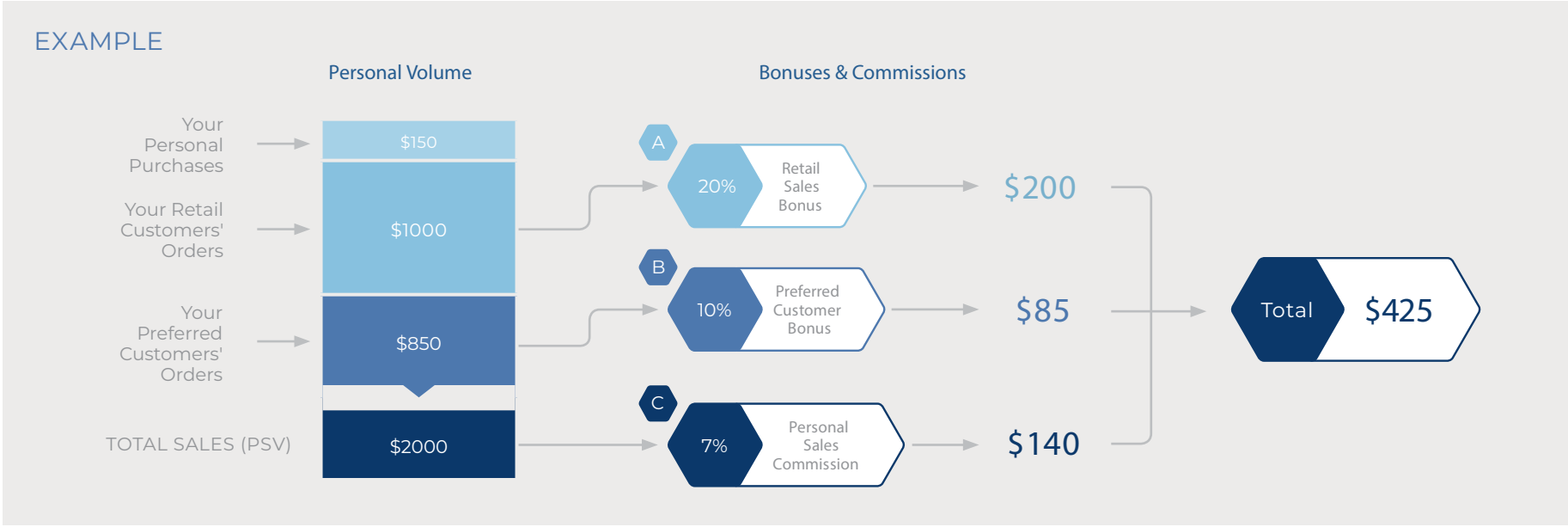
## B PREFERRED CUSTOMER SALES BONUS

A Preferred Customer (PC) is a customer who has signed up to order products through our Autoship program. You earn 10% from all Preferred Customer orders. Again, all Consultants are eligible to earn this bonus regardless of their title.

## C PERSONAL SALES COMMISSION

When you have at least 500 Personal Sales Volume (PSV) in the month, you will earn a Personal Sales Commission on the retail value of your personal purchases and your customers' orders. This bonus is paid in addition to your Retail Sales and Preferred Customer Sales Bonuses. The percentage you earn is based on your total monthly PSV.

PSV	500	1,500	3,000 or more
Bonus	5%	7%	10%



# Fast Start Bonuses

## PREFERRED CUSTOMER FAST START ENROLLMENT BONUS

When you have at least 5 Qualified Preferred Customers and the combined sales from **all** of your Preferred Customers is \$500 or more within a single month of your Fast Start Period\*, you will receive a one-time bonus of \$100. This bonus is paid in addition to your Personal Sales Commission.

\*Fast Start Period is defined as the month you joined, plus the following three full months.



Note: Both parameters must be met within a single month in order to qualify for the bonus.

## ONE-TIME FAST START ADVANCEMENT BONUSES

You can earn one-time advancement bonuses for building your business during your Fast Start Period. When you qualify as a C1 or higher in your first full month, you will receive a special Inovitta gift. When you qualify as a C2 or C3 during your Fast Start Period, you can earn up to \$150 (\$50 from C2 and \$100 from C3). If you qualify as a C2 and C3 in the same month, you will receive the higher C3 bonus of \$100 for that month. In the following month if you are paid as a C2 or higher, you will earn the \$50 bonus.

Time Frame	Qualifications	One-Time Bonuses
Enrollment Month or 1 <sup>st</sup> Full Month	Qualify as <b>Consultant 1 or higher</b>	<b>Inovitta Gift</b>
1 <sup>st</sup> 3 Full Months	Qualify as <b>Consultant 2 or higher</b>	<b>\$50</b>
1 <sup>st</sup> 3 Full Months	Qualify as <b>Consultant 3 or higher</b>	<b>\$100</b>

## Advancement Bonuses

When you promote to the title of Mentor 3 for the first time, you will earn an Advancement Bonus of \$500. When a Consultant in your personal group promotes to M3 for the first time and you are also qualified as M3 or higher in that same month, you will receive the matching \$500 Advancement Bonus.



## Preferred Customer Awards

You earn monthly Preferred Customer Awards by meeting key personal and team qualification requirements. There are three distinct award tiers: Bronze, Silver and Gold. You will receive the accompanying

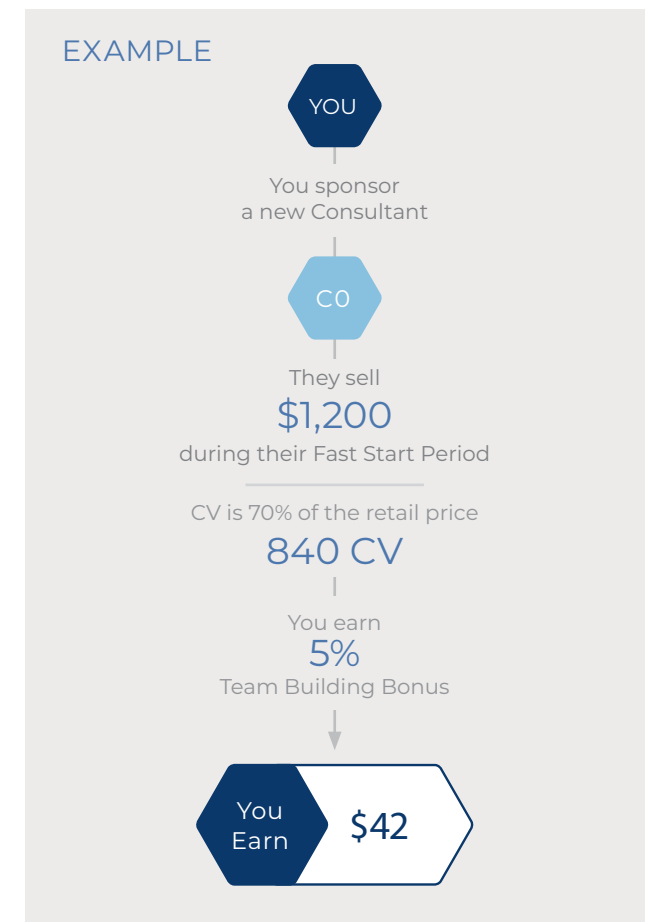
bonus for each award tier that you reach throughout the month. That means that you have the opportunity to earn \$60 (retail value) in product credits and up to \$350 each month!

Award Tier	Qualifications		Monthly Bonus
	Personal	Team	
Bronze	3 Qualified PCs & 300+ PC-PSV	—	\$60 Product Credit* (Retail Value)
Silver	5 Qualified PCs & 500+ PC-PSV	3 Level 1 Bronze Qualified Consultants	\$100
Gold	5 Qualified PCs & 500+ PC-PSV	3 Level 1 Silver Qualified Consultants	an additional \$250

\* Your product credit is automatically applied to your next Autoship order.

## Team Building Bonus

Every time you sponsor a new Consultant, you can earn an extra 5% bonus on the Commissionable Volume (CV) of that Consultant's sales during their entire Fast Start Period. You are paid this bonus in addition to any other bonuses you might earn. You must be considered Active in order to receive this bonus.



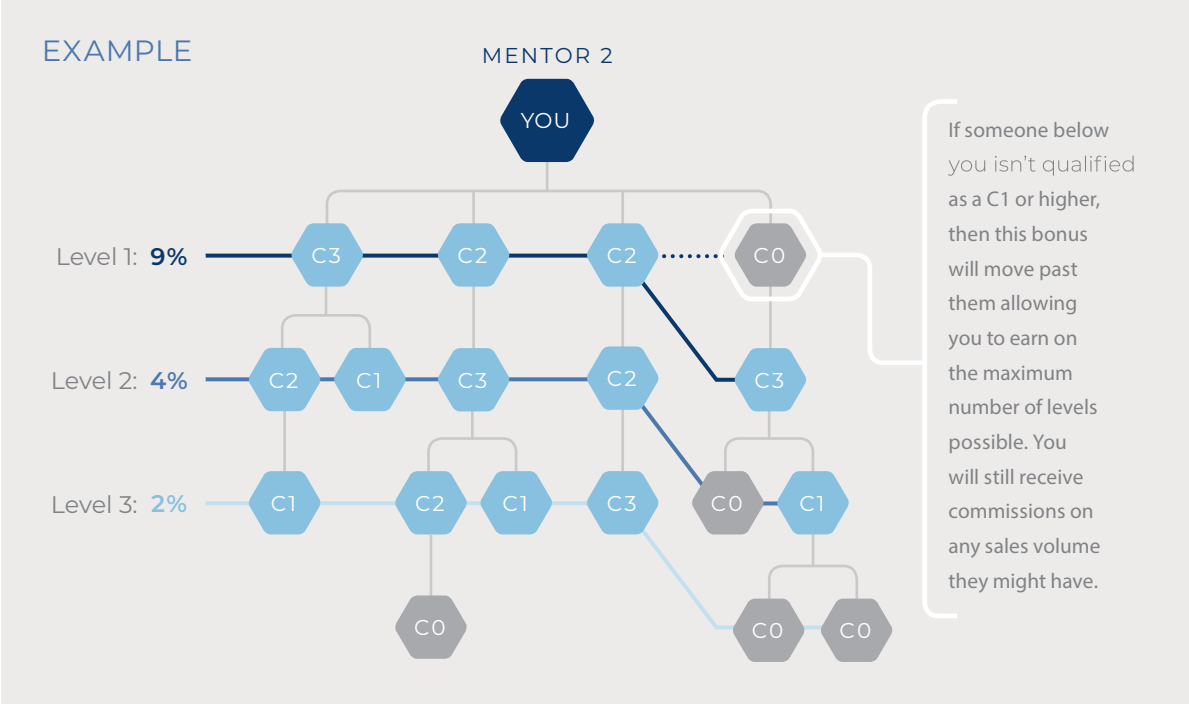


# Level Commissions

You earn Level Commissions from your downline as you build and develop a strong team. When you are paid as a Consultant 1 or higher title, you receive a commission on the Commissionable Volume from the sales of the Consultants in your organization through five levels.

A level is the location of a Consultant in your downline in relation to you. The Consultants that you personally sponsor are considered to be your Level 1, and the Consultants sponsored by your Level 1 would be your Level 2 and so on.

Your Paid-As Title determines the percentages and number of levels that you earn these monthly commissions on.



Paid-As Title	Consultant 1	Consultant 2	Consultant 3	Mentor 1	Mentor 2	Mentor 3	Star	Platinum or higher title
Level 1	3%	5%	7%	8%	9%	9%	9%	9%
Level 2			2%	3%	4%	5%	6%	6%
Level 3					2%	3%	4%	5%
Level 4						2%	3%	4%
Level 5							2%	3%

# Generation Commissions

Generation Commissions are a great earning opportunity for your critical leadership role in mentoring the Consultants throughout your entire downline. These commissions are paid in addition to any other commissions or bonuses you might already be earning<sup>a</sup>.

## CHECK MATCH GENERATION COMMISSION

When you are paid as a Platinum or higher title, you can earn a check match on the Level Commissions and Team Building Bonuses from each first generation M3 or higher title<sup>b</sup> that develops in your downline. The Check Match Commission percentage is determined by your Paid-As Title.

	Platinum	Ruby	Sapphire	Elite	Master
Check Match	5%	10%	12%	12%	12%

## PLATINUM GENERATION COMMISSIONS

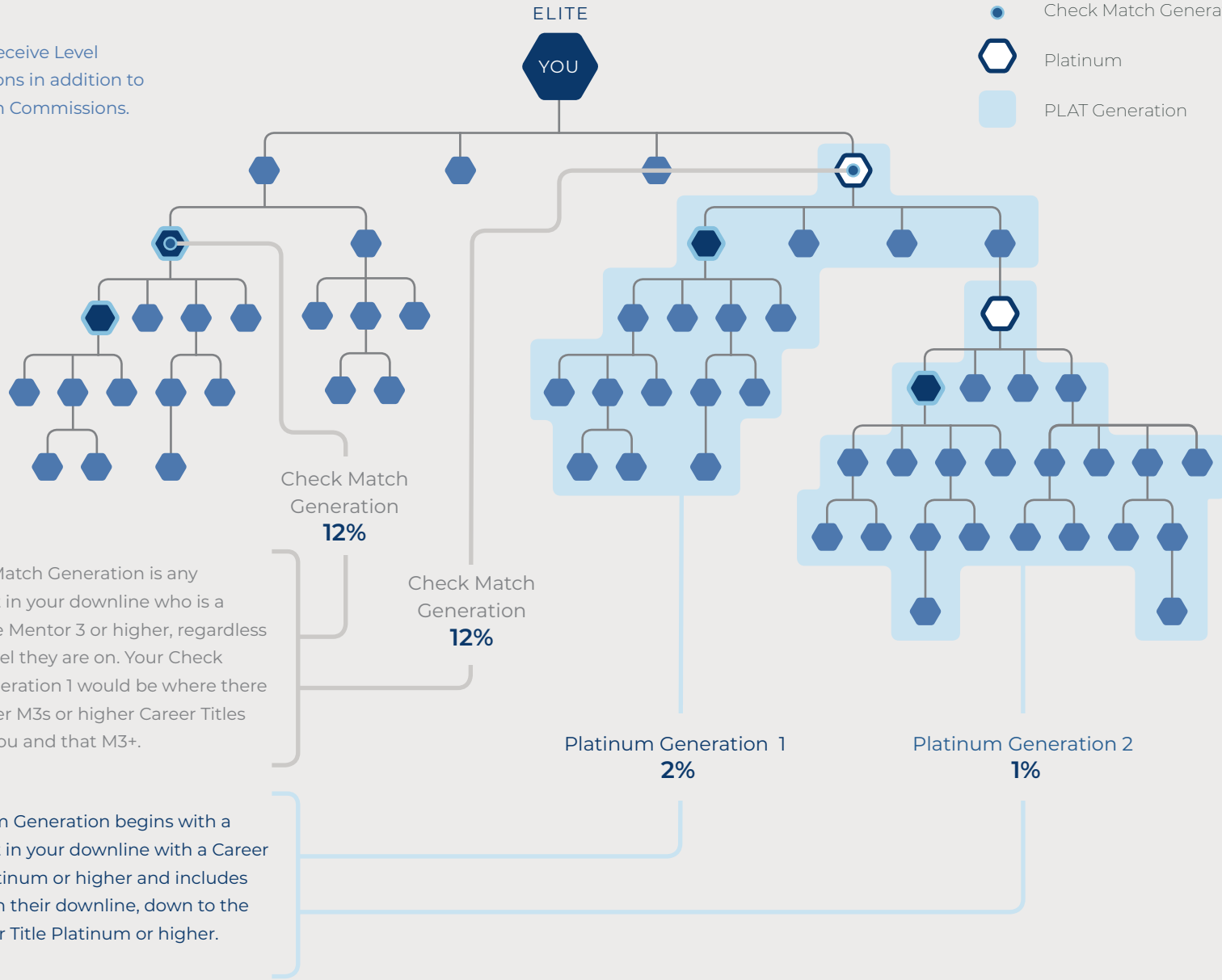
When you are paid as a Sapphire or higher title, You can earn up to 2% on the CV of entire Platinum Generations<sup>c</sup> that develop in your downline, through three generations. The number of generations and the commission percentages are based on your Paid-As Title.

These commissions are paid in addition to any other commissions or bonuses you might already be earning.

	Sapphire	Elite	Master
Platinum Generation 1	1%	2%	2%
Platinum Generation 2		1%	2%
Platinum Generation 3			1%

# EXAMPLE

<sup>a</sup> You still receive Level Commissions in addition to Generation Commissions.



<sup>b</sup>A Check Match Generation is any Consultant in your downline who is a Career Title Mentor 3 or higher, regardless of what level they are on. Your Check Match Generation 1 would be where there are no other M3s or higher Career Titles between you and that M3+.

<sup>c</sup>A Platinum Generation begins with a Consultant in your downline with a Career Title of Platinum or higher and includes everyone in their downline, down to the next Career Title Platinum or higher.

# Inovitta Compensation Plan Summary

	Consultant (CO)	Consultant 1 (C1)	Consultant 2 (C2)	Consultant 3 (C3)	Mentor 1 (M1)	Mentor 2 (M2)	Mentor 3 (M3)	Star (STAR)	Platinum (PLAT)	Ruby (RUBY)	Sapphire (SAPH)	Elite (ELITE)	Master (MASTER)
PERSONAL SALES COMMISSION	500-1499 PSV: 5% - 1500-2999 PSV: 7% - 3000≤ PSV: 10%												
SALES BONUSES	Retail Sales Bonus: 20% - Preferred Customer Bonus: 10%												
PREFERRED CUSTOMER FAST START ENROLLEMENT BONUS	5 or more Qualified Preferred Customers and \$500 or more in Total Preferred Customers Sales in a single month <b>Reward: \$100</b>												
FAST START ADVANCEMENT BONUSES	Become Consultant 1 in 1st Full Month: Inovitta Gift - Become Consultant 2 in 1st 3 Full Months: \$50 - Become Consultant 3 in 1st 3 Full Months: \$100												
ADVANCEMENT BONUSES	Advance to Mentor 3: \$500 - A downline Consultant in your personal group promotes to M3 and you are paid-as an M3 or higher: \$500												
TEAM BUILDING BONUS	You earn a 5% bonus on the CV of any new consultant that you sponser during their Fast Start Period												
PREFERRED CUSTOMER AWARD BONUS	BRONZE	<b>Qualifications:</b> Personal: 3 Qualified PCs & 300+ PC-PSV <b>Bonus:</b> \$60 Product Credit											
	SILVER	<b>Qualifications:</b> Personal: 5 Qualified PCs & 500+ PC-PSV - Team: 3 Level 1 Bronze Qualified Consultants <b>Bonus:</b> \$100											
	GOLD	<b>Qualifications:</b> Personal: 5 Qualified PCs & 500+ PC-PSV - Team: 3 Level 1 Silver Qualified Consultants <b>Bonus:</b> an additional \$250											
LEVEL COMMISSIONS	LEVEL 1	3%	5%	7%	8%	9%	9%	9%	9%	9%	9%	9%	9%
	LEVEL 2			2%	3%	4%	5%	6%	6%	6%	6%	6%	6%
	LEVEL 3					2%	3%	4%	5%	5%	5%	5%	5%
	LEVEL 4						2%	3%	4%	4%	4%	4%	4%
	LEVEL 5							2%	3%	3%	3%	3%	3%
M3 GENERATION CHECK MATCH								5%	10%	12%	12%	12%	
PLATINUM GENERATION COMMISSIONS	GEN 1										1%	2%	2%
	GEN 2											1%	2%
	GEN 3												1%



# Glossary

## Active

You are considered to be Active when you have at least 150 Personal Sales Volume that month. Many bonuses require you to be Active in order for you to receive the bonus.

## Active Leg

A leg with at least one Active Consultant anywhere within that leg. Qualified Legs are also counted as Active Legs.

## Career Title

Your Career Title is your recognition title and does not change unless you are promoted to a new title or if you are a Mentor 3 or higher and fail to qualify at your Career Title at least once within a rolling 12 month cycle (the current month plus the previous 11 months).

## Check Match Generation

A Check Match Generation is any Consultant in your downline who is a Career Title Mentor 3 or higher, regardless of what level they are on. Your Check Match Generation 1 would be where there are no other M3s or higher Career Titles between you and that M3+.

## Commissionable Volume (CV)

Commissionable Volume is equal to 70% of the Retail Price (not including tax) and is the volume on which commissions are paid, except the Retail Sales Bonus, Preferred Customer Sales Bonus and the Personal Sales Commission, which are paid on the Retail Price. Some of the items, such as business tools, may not have a CV.

## Consultant

A common term for any person who has enrolled to participate in the Inovitta career path. Consultants receive a 20% discount on their personal orders at the time of purchase.

## Customer

A Customer is someone who purchases our products for their personal use, is not enrolled as a Consultant, and does not hold a place in your downline.

## Downline

All of the Consultants sponsored into your genealogy are considered to be part of your downline.

## Downline Volume (DV)

Your total Personal Sales Volume (PSV) and the PSV from all of the

Consultants in your entire downline, regardless of their titles or lines.

## Enroller

When you introduce someone to Inovitta and they enroll as an Inovitta Consultant directly below you in your downline, you are considered to be their Enroller.

## Fast Start Period

Your Fast Start Period includes the month you enroll and the following three full months.

## Genealogy

A genealogy is the hierarchical structure that each Consultant has a place in.

## Leg

A leg begins with a Consultant on your first Line and includes all of the Consultants beneath them. You have as many legs as you have first leg Consultants.

## Level

The location a Consultant has in your downline in relation to you. Consultants directly below you are considered to be on your Level 1 and the Consultants directly below them would be on your Level 2, and so on.

## Max Volume Rule (MVR)

For qualification purposes, no more than 50% of your required Downline Volume may come from yourself or any individual leg.

## NewGenQ

In order for you to be promoted to and be paid as a Sapphire or higher, you must have a new Consultant promote to a first generation M3 every 12 month rolling period.

## Paid-As Title

Your Paid-As Title is the title for which you qualify and are paid each month. Your Paid-As Title may be the same as or lower than your Career Title depending on your monthly qualifications.

## Personal Sponsor

The Consultant directly above you in your upline is considered to be your Personal Sponsor. You are the Personal Sponsor for all the Consultants on your first level. A Personal Sponsor and an enroller may be different if an enroller is canceled or terminated and the downline is compressed. Your Personal Sponsor may also be referred to simply as your Sponsor.

**Personal Sales Volume (PSV)**

Your PSV is the total sales volume (not including shipping and tax) from your personal orders and your customers' purchases (orders placed directly with the company by customers). Some items, such as product samples and business tools, do not count toward your PSV.

**Personal Sales Volume Cap (PSVc)**

For qualification purposes only, no more than 150 PSV from your own personal purchases will be applied toward your title promotion or maintenance.

**Platinum Generation**

A Platinum Generation begins with a Consultant in your downline with a Career Title of Platinum or higher and includes everyone in their downline, down to the next Career Title Platinum or higher.

**Promote (Promotion)**

When you meet the qualifications to be paid as a title higher than your current Career Title, you will "promote" to that higher title and your Career Title will be updated to

reflect that advancement. Promotions are effective retroactively to the first day of the month in which you qualified for the new title.

**Preferred Customers**

A Preferred Customer is a customer that has signed up on our autoship program. Preferred Customers receive a discount on the retail price of our products. A Consultant is not considered a Preferred Customer, even if they are on the autoship program.

**Preferred Customer -Personal Sale Volume (PC-PSV)**

PC-PSV is sales volume from all of your preferred customers.

**Qualified**

You are "qualified" for a specific title or payout when you fulfill all of the title and sales requirements specified.

**Qualified Leg**

A Qualified Leg is a leg which has at least one Consultant that meets a specific Paid-As Title (or higher) in that month. For example, to be paid as a Mentor 3, you must have two Active Legs and two C3 or

higher (legs which must have at least one Consultant, anywhere in the leg, paid as a C3 or higher.).

**Personal Group**

Your Personal Group includes yourself and all of the Consultants in your downline, down to but not including the next Career Title Mentor 3 or higher.

**Upline**

All of the Consultants above you in the genealogy are considered to be your upline.



[www.inovitta.com](http://www.inovitta.com)