



Juice Plus+® Virtual Franchise® Application

NSA, LLC • 140 CRESCENT DRIVE, COLLIERVILLE, TN 38017



PLEASE TYPE OR PRINT

APPLICANT CONTRACT

NAME (Last Name) (First Name) (M.I.)

SOCIAL SECURITY NO. DATE OF BIRTH GENDER

SPOUSE'S NAME (Last Name) (First Name) (M. I.)

SPOUSE'S SOCIAL SECURITY NO.

BUSINESS NAME (Required if you give Federal Tax I.D. #)

Federal Tax I.D. # (Required for reporting purposes if income will be paid to a corporation or business entity.)

ADDRESS

CITY COUNTY STATE ZIP

E-MAIL ADDRESS:

TELEPHONE: RESIDENCE (Area) BUSINESS (Area)

CELL: (Area) FAX: (Area)

IF YOU ARE A HEALTH PROFESSIONAL, STATE YOUR SPECIALTY:

NAME OF SPONSOR FIN or SS #

REDIRECT PROGRAM

YES, PLEASE REDIRECT THE STARTER KIT TO FIN

APPLICANT ACKNOWLEDGMENT

I hereby acknowledge that I have read this Juice Plus+® Virtual Franchise® Application (front and back) and the Rules for Operation of a Juice Plus+® Virtual Franchise® attached hereto and contained in form no. 955312. I agree to abide by the Rules for Operation of a Juice Plus+® Virtual Franchise® as currently published and as amended and updated from time to time in official NSA literature. I agree to indemnify and hold NSA harmless against any claims, costs, damages, losses, liabilities or expenses (including attorneys fees) arising from or connected with, directly or indirectly, any breach of this Agreement or other conduct by me, my agent or employee. I acknowledge that if I breach this contract, NSA shall have the right to terminate my Juice Plus+® Virtual Franchise® and shall be entitled to damages and injunctive relief prohibiting any further violation of this contract. I further agree to be sponsored by the individual whose signature appears below my signature.

Independent Representative Applicant Date

I certify that I have presented the NSA sales program to the applicant in its entirety without material omission or distortion and that all representations made in the course of recruiting this applicant have complied with the applicable Rules for Operation of a Juice Plus+® Virtual Franchise®. I agree to personally indemnify, defend and hold NSA harmless against any claims, costs, or liabilities, losses, damages and expenses (including attorney's fees) arising from or connected with my breach of this provision. My Independent Juice Plus+® Virtual Franchise® status may be cancelled at any time by giving NSA written notice.

Sponsor Date (Sponsor must personally sign here.)

The payment of \$50.00 for my application as a Juice Plus+® Virtual Franchise® will be paid as indicated below: (Make check or money order payable to NSA, LLC)

Check Money Order Visa MasterCard Novus AmEx

Visa/MasterCard/Novus/AmEx Exp. Date

Cardholder's Signature Printed

Congratulations and welcome to NSA, LLC! We are proud to have you as a member of our team, and wish you the best for your future with our company. Our Home Office Staff stands ready to assist you in a variety of areas should you need it. Our phone number is (901) 850-3000, and our fax number is (901) 850-3063. You may also e-mail us at support@juiceplus.com, or visit us online at www.juiceplusvirtualoffice.com.

Please note that an Original Copy must be sent to NSA for our files. Before sending this application to us, please be sure you: - personally sign this contract. - include your FIN or social security number.



NEW APPLICANT DISCLOSURES AND ACKNOWLEDGMENTS

The new Independent Representative Applicant acknowledges having read and understood the following terms:

- 1. I understand that in order to become a Juice Plus+® Independent Representative, I must sign an application and pay a \$50.00 application fee and that apart from these conditions, there are no other payments or purchases I must make to become an Independent Representative. I also understand, however, that if I wish to build a successful retailing business, I should expect to spend personal time and effort and to incur additional expenses for such items as product samples, sales aids, business forms, shipping costs, travel and telephone expenses.**
- 2. I understand that any purchases of products or sales aids inventory by me are strictly voluntary, and that, except where otherwise provided by applicable law, my right to return any inventory to NSA, LLC (“NSA”) is limited by the terms of Rule 6 of the Rules for Operation of a Juice Plus+® Virtual Franchise® and related provisions of my contract.**
3. I understand that my relationship to NSA is as an independent contractor, and that I am not authorized to bind NSA or to incur any obligation on behalf of NSA. I also understand that my sponsor, direct Independent Representative (if other than my sponsor), and upline Independent Representatives, including, but not limited to, National Marketing Directors, are Independent Representatives not authorized to bind NSA or to make representations except to the extent expressly permitted by the terms of the Rules for Operation of a Juice Plus+® Virtual Franchise®. The only representations on which I have relied and can rely are those contained in this contract and in current, official literature of NSA.
4. I understand that any local association or cooperative of Juice Plus+® Independent Representatives I may choose to join is separate and independent from NSA and can entail separate terms, fees and conditions for membership which have been disclosed to me.
5. I understand that a direct selling program, such as the NSA sales program, is a highly competitive business subject to all risks associated with any business venture and that NSA makes no guarantees or assurances whatsoever regarding any sales success, income or loss which may result from my activities as a Juice Plus+® Independent Representative. NSA therefore cautions new participants not to leave their existing employment to pursue a Juice Plus+® Virtual Franchise® full-time until they have had several months experience as an Independent Representative and established a reasonably reliable business.
- 6. I understand that the NSA sales program, as set forth in current official literature of NSA, describes payments of bonuses and commissions based upon my purchase volume and that of my downline. I realize that no one can assure or guarantee me that I will achieve any specific level of earnings as a result of purchasing any products I might choose to order or of otherwise participating in the NSA Sales Program.**
7. I have thoroughly examined a Juice Plus+® Virtual Franchise® Application and I am aware that any questions I may have concerning the NSA business may be directed to the Support Department of NSA, (901) 850-3000.
8. I understand that this agreement is to be governed by the laws of the State of Tennessee without regard to the place of execution or the place of performance thereof and that the parties hereto agree that any and all claims involving this agreement shall be brought solely in the courts of Shelby County Tennessee. The parties hereto consent to venue and jurisdiction as proper in the courts of Shelby County Tennessee. Louisiana residents may choose Louisiana law, venue and jurisdiction.
9. I understand that NSA may in a particular instance waive or decline to enforce rules governing the NSA sales program if NSA determines in the exercise of good faith and sound business judgment that it is in the overall best interest of the program to do so.
10. I understand that NSA reserves the right to amend the NSA sales program and provisions for Independent Representative compensation as contained in the Profit and Incentive Guide and Rules for Operation of a Juice Plus+® Virtual Franchise® from time to time as it deems appropriate. I acknowledge that changes in the Profit and Incentive brochure may affect my percentage of compensation. I agree that at such time such changes occur I may elect either to continue as an Independent Representative subject to the new changes or terminate my Juice Plus+® Virtual Franchise®.
11. This agreement cannot be amended or modified and no term may be waived except in writing signed by an NSA officer. Any attempted amendment, modification, or waiver that does not comply with the preceding sentence shall be void.
12. In the event any provision of this agreement is deemed void or unenforceable for any reason, that provision shall be severed and the balance of the agreement shall remain in full force and effect.
13. This application form, when processed by NSA together with the Rules of Operation of a Juice Plus+® Virtual Franchise® contained in form no. 955312 attached, the provisions for Independent Representative compensation contained in the Profit and Incentive Guide, form no. 955710 attached, and when applicable, the provisions of NMD, QNMD and SSC Leadership Covenants, all of which are incorporated herein by reference, constitutes the entire agreement between the applicant and NSA, and no other promises, offers, representations, agreements or understandings of any kind have been relied upon or shall be binding upon NSA.

RULES FOR OPERATION OF A JUICE PLUS+® VIRTUAL FRANCHISE®

1. Only authorized Independent Representatives (“Independent Representatives”) of NSA, LLC (“NSA”) may purchase NSA products for resale or participate in the NSA Sales Program. Independent Representatives are prohibited from making product sales to persons or entities which are not authorized Independent Representatives when the selling Independent Representative has reason to believe that the purchaser intends to resell the products. NSA products may not be sold through retail stores, catalogues, auction websites or other non-personal mass retail sales means.
2. Independent Representatives will at all times conduct themselves and their businesses in an ethical, moral, legal and financially sound manner, and will not engage in any activities which would bring disrepute on the good name or image of NSA, its products, trademarks, brand names or other Independent Representatives.
 - a. Independent Representatives will also agree to refrain from disruptive activities that can cause harm to other Independent Representatives or NSA. Participating in such activities deemed disruptive by NSA is grounds for termination.
3. All Independent Representatives are independent contractors and not employees of NSA. Independent Representatives will not be treated as an employee for federal and state tax purposes. As independent contractors, Independent Representatives may not create or incur any liability of any kind in the name of NSA or its affiliates and therefore Independent Representatives are prohibited from making statements, claims, or other representations of any kind suggesting or implying that they have an employment relationship with NSA.
4. Independent Representatives who elect or who are required to operate their businesses under their own state and/or local sales tax licenses are responsible for the collection and remittance of all such sales tax and will indemnify and hold NSA harmless regarding any liability incurred by NSA due to the failure of the Independent Representative to collect and remit such taxes. Independent Representatives will provide NSA with copies of any such sales tax licenses upon request.
5. The only prerequisite to becoming an Independent Representative is execution of an Independent Representative Application (contract) and payment of a \$50.00 Juice Plus+® Virtual Franchise® fee. NSA must receive the fully completed original contract which is signed by the sponsoring individual (not the corporation or business name), and which must be free of any deletions, changes or mark-outs. The \$50.00 Juice Plus+® Virtual Franchise® fee entitles each Independent Representative to receive the Juice Plus+® Experience magazine and newsletter. Any further purchase of product inventory, sales aids, literature, demonstration equipment, or supplies is strictly optional and not required by NSA.
6. Unless otherwise provided by applicable law, NSA will repurchase unsold, currently marketable and commercially resalable NSA products from cancelling Independent Representatives who release NSA of all claims, in accordance with the following policies:
 - a. For the first 90 days from the date of the original Dealer contract, NSA will repurchase Independent Representative’s inventory for 100% of the wholesale price, less all earnings that NSA has paid to the cancelling Independent Representative as a result of the purchase of the products being returned, and less any accounts receivable balances or other legal claims owed to NSA by the cancelling Independent Representative. All costs of shipping will be borne by the cancelling Independent Representative (products must be paid in full).
 - b. After 90 days from the date of the original Dealer contract, for products returned within one (1) year from their date of purchase, the repurchase price will be 90% of the wholesale price, less all earnings that NSA has paid to the cancelling Independent Representative as a result of the purchase of the products being returned, and less any accounts receivable balances or other legal claims owed to NSA by the cancelling Independent Representative. All costs of shipping will be borne by the cancelling Independent Representative (products must be paid in full).
 - c. For products which are not returned within one (1) year from their date of purchase, the repurchase will be 60% of the wholesale price of the repurchased products, less all earnings that NSA has paid to the cancelling Independent Representative as a result of the purchase of the products being returned, and less any accounts receivable balances or other legal claims owed to NSA by the cancelling Independent Representative. All cost of shipping will be borne by the cancelling Independent Representative (products must be paid in full).
 - d. NSA will not repurchase literature or sales aids more than one year from the date of your dealer contract.
 - e. Montana Independent Representatives who cancel within 15 days are entitled to a 100% refund of any consideration given to participate.
 - f. Louisiana Independent Representatives who cancel are entitled to a 90% refund of any consideration given to participate.
7. NSA pays no commission or bonuses whatsoever for sponsoring new Independent Representatives.
8. NSA expects all product purchases, by PB or POB qualifying Independent Representatives (see Profit and Incentive Guide), to be resold under the NSA marketing plan to their retail customers or personally used. Hence NSA reserves the right to take disciplinary action (e.g. disqualifying for bonuses or desponsorship) in situations where it believes the purchasing Independent Representative has violated the spirit of this policy, and to foster bona fide active support and training of sponsored Independent Representatives.
9. Each Independent Representative must furnish NSA with a social security number. If the Juice Plus+® Virtual Franchise® is operated as a partnership or a corporation, the person whose signature appears on the application form must be empowered to act for the partnership or corporation and will be treated by NSA as the entity’s sole authorized representative for all purposes including insurance benefits, if any. If NSA earnings are to be paid to a corporation or other business entity, NSA must be provided with the entity’s Federal Tax I.D. number and the social security number of the person whose signature appears on the application form. NSA will not allow more than one Juice Plus+® Virtual Franchise® per individual social security number.
10. Spouses of existing Independent Representatives may only be sponsored by that existing Independent Representative. In the event of resignation or termination of either spouse, the other spouse’s Juice Plus+® Virtual Franchise® may be subject to termination or other discipline in the discretion of NSA to reduce the likelihood of disruptive influences on other Independent Representatives in the sales organization.
11. Independent Representatives must be at least 18 years of age.
12. In promoting NSA products or the NSA Sales Program, Independent Representatives will adhere strictly to the following:
 - a. Only current official NSA literature or materials may be used when promoting or describing NSA products or when making claims regarding the performance of NSA products. Use of any privately produced email, Voicecom, leaflets, brochures, flyers, mailers, door hangers or other such material which promotes the performance or characteristics of NSA products or illustrates the NSA Sales program is strictly prohibited. Privately produced Audios and Videos of NSA meetings and events are prohibited.
 - b. Independent Representatives must not make any verbal claims, express or implied, regarding NSA products or the performance of NSA products that are not entirely within the claims set forth in current official NSA literature.
 - c. NSA will not approve or permit use of its name, logo, or trademarks or service marks in any broadcast, newspaper, magazine, or similar media advertising, including without limitation, any Internet Website or other computer generated process advertising.
 - d. If you own an existing site that does not, in any form, reference NSA products or opportunity, you can apply for a link to your official juiceplus.com URL by approval from NSA. All approved links must remain in compliance with the terms of the “NSA URL Link Agreement”. Any other references, directly or indirectly, to NSA products or opportunity is a violation of NSA rules.
 - e. The content and purpose of existing sites that apply for a link to an official juiceplus.com site must not be contrary to NSA’s Corporate strategies and philosophies. This decision is at the sole discretion of NSA.
 - f. NSA products may not be sold through “pay per click” or “bid on search term” search engines.
 - g. Paid placement on Internet search engines is not permitted.
 - h. When registering your official personal juiceplus.com web site with a search engine, the listing can only contain the standard wording that comes from the official juiceplus.com web site.
 - i. No mass email, spam, online bulletin boards, web blogs, etc., to unsolicited Customers/Independent Representatives will be permitted.
 - j. When publishing any content on the Internet that includes direct or paraphrased quotes, thoughts, or ideas, always use citations and link to the original material where applicable. This is especially true when referring to information regarding NSA materials. NSA will not approve or permit posting of any of its intellectual property including logos, sales materials, images, trademarks, or any other service marks. When publishing any online material through social media sites, linking directly to NSA’s intellectual property is permitted as long as the material is located on an

RULES FOR OPERATION OF A JUICE PLUS+® VIRTUAL FRANCHISE®

official NSA server and not a third party web site, NSA will call for the removal of any postings or content that is in violation of this rule. NSA reserves the right to take disciplinary action, if said requests are not complied with. This decision is at the sole discretion of NSA. Independent Representatives must comply with the letter and spirit of NSA's Rules for Operation. You are ultimately responsible and accountable for your online activity. Independent Representatives shall not do anything detrimental to the reputation or image of the Company, its products, Independent Representatives, trademarks, brand names, or goodwill. The judgment of disruptive or detrimental activity is at the sole discretion of NSA. When participating in an online community, be completely transparent and disclose your true identity and affiliation with Juice Plus+®. When posting your opinion, provide links back to official NSA servers supporting your opinion.

- k. Income and sales representations such as sales closing ratios or testimonials must be factual, current (within the last six months), and based upon the personal experience of the Independent Representative making the representation. Income representations must not state or imply that any level or amount of income is guaranteed, assured, or easy to achieve.
 - l. Any display, distribution, or other use of copies, facsimiles, or video representations of checks, forms 1099, or similar documents evidencing NSA income is strictly prohibited.
 - m. All representations, whether written or verbal, made in connection with advertising, promoting, or presenting NSA products or the NSA Sales Program must comply fully with the applicable laws and regulations of the jurisdiction in which such representations are made or received.
 - n. When offering, describing, or conducting the NSA Sales Program, Independent Representatives will present and/or conduct the opportunity in its entirety, without material omissions, distortions, or misrepresentations. The making of any additional offers or representations by Independent Representatives in connection with the presentation or conduct of the NSA Sales Program is strictly prohibited.
 - o. NSA will not approve or permit use of alternate Internet URLs or Domain Names from third party domain name registrars that contain brand names, logos, trademarks, service marks, or NSA's name.
13. In the event of a breach of any of the Rules, NSA shall have the right to terminate the breaching Independent Representative's Juice Plus+® Virtual Franchise® and shall be entitled to damages and injunctive relief prohibiting any further violation of these Rules. Each Independent Representative must indemnify, defend and hold NSA and its affiliates harmless against any claims, costs, losses, damages, liabilities and expenses (including attorneys fees) arising from or connected with, directly or indirectly, Independent Representative's breach or violation of these Rules.
 14. In order to remain an Independent Representative, NSA requires the execution of an annual application and agreement and a \$50.00 renewal fee on January 1st of every year. If the annual renewal and fee are not received by March 31st, the Juice Plus+® Virtual Franchise® is subject to cancellation. An Independent Representative who fails to renew and whose Juice Plus+® Virtual Franchise® is cancelled must wait twelve (12) months before obtaining another Juice Plus+® Virtual Franchise®. Independent Representatives sponsored after October 1st are exempt from one-half of the following year's renewal fee. Independent Representatives are strictly prohibited from making any offer or representation or agreement with a prospect relating to the NSA Sales Program that does not comply with these Rules.
 15. NSA strongly discourages sponsor changes. Independent Representatives who wish to change sponsors and have a legitimate reason must wait a period of at least twelve (12) months after resigning before obtaining another Juice Plus+® Virtual Franchise®.
 16. Independent Representatives will always provide their retail customers with a copy of a proper, fully completed sales receipt, and will honor any request by the customer to cancel the transaction within the 3-day period following the date of the transaction.
 17. No Independent Representative may export or sell directly or indirectly to others who export NSA's products, literature, sales aids or promotional material relating to NSA, its products or the NSA Sales Program from the United States or its possessions or territories to any other country. Independent Representatives who choose to sponsor internationally may do so only in countries in which NSA operates and must comply fully with the Rules of Operation of a Juice Plus+® Virtual Franchise® in that country. Any violation of this Rule constitutes a material breach of this contract and is grounds for immediate termination of the Juice Plus+® Virtual Franchise®.
 18. Absent express written consent by NSA, no individual Independent Representative may have an ownership interest in, operational or management control of, or derive any benefit directly or indirectly from, any second or subsequent NSA Juice Plus+® Virtual Franchise® not in the same line of sponsorship as the individual's initial NSA business. (See form No. 955710 for definition of "line"). Applications for a waiver of this Rule will be considered by NSA only in highly exceptional circumstances in which NSA has concluded that such waiver will not adversely impact the existing business interests of the Independent Representatives in both lines affected. NSA retains sole and exclusive right to grant or deny applications on terms it deems appropriate in the exercise of good faith and sound business judgment.
 19. Independent Representatives will not use the name or trademark NSA, any other trademark or service mark of NSA (or any reproduction, counterfeit, copy or colorable imitation of any trademark of NSA, collectively, "similar marks") as part of any firm, corporate or business name, and shall not use the name or trademark NSA, any other trademark of NSA or any similar marks in any way except as authorized by NSA to designate the products purchased from NSA.
 20. Independent Representatives acknowledge NSA's exclusive right, title and interest in and to the NSA name, trademarks, service marks and copyrights in NSA materials and literature and shall not at any time do or cause to be done any act or thing contesting or in any way impairing or tending to impair any part of such right, title or interest. Independent Representatives shall not in any manner represent that they have any ownership interest in the NSA name, trademarks or copyrights in NSA materials or literature, and shall appropriately show NSA's ownership interest thereof and therein. Independent Representatives further acknowledge that their use of the NSA name, trademarks, materials or literature shall not create in favor of the Independent Representative any right, title, or interest therein or thereto, but that all such uses shall inure to the benefit of NSA.
 21. Following any termination of a Juice Plus+® Virtual Franchise, the former Independent Representative: (a) shall remove and cease all use of all signs containing the name or trademark NSA, any other trademark of NSA or any similar marks, unless NSA exercises its right to repurchase such material granted to it under these rules; (b) shall not use or permit use of the name or trademark NSA, or any other trademark of NSA or any similar marks, in any manner in connection with any business conducted by it or in which it may have an interest, or otherwise as descriptive of or referring to anything other than genuine NSA products or merchandise; (c) shall immediately take all appropriate actions requested by NSA relating to the Independent Representative's use of NSA trademarks; and (d) shall not sell any NSA product inventory except to another authorized Independent Representative, to NSA, or otherwise upon the prior written approval of NSA. In no case shall any former Independent Representative be permitted to offer any NSA product for sale in commerce after his or her Juice Plus+® Virtual Franchise® has been terminated.
 22. An Independent Representative may sell or transfer his or her Juice Plus+® Virtual Franchise® to an Independent Representative in Seller's upline or to a non-Independent Representative as long as such non-Independent Representative signs a new Independent Representative application and has not been an Independent Representative for at least twelve (12) months prior to his purchase of the Juice Plus+® Virtual Franchise®. All Juice Plus+® Virtual Franchise® sales and transfers are subject to Rights of First Refusal accorded to the Seller's upline payline and must be approved in writing by NSA before becoming effective. Once an Independent Representative sells his Juice Plus+® Virtual Franchise, he must wait at least twelve (12) months before he may obtain another Juice Plus+® Virtual Franchise®.
 23. In the event of the death of an Independent Representative whose Juice Plus+® Virtual Franchise® is in good standing, such Juice Plus+® Virtual Franchise® may be transferred to the Independent Representative's heir who is, or, depending on the level of Juice Plus+® Virtual Franchise, following the death of the Independent Representative, becomes actively involved in the operation of the Juice Plus+® Virtual Franchise® and who meets the qualifications to be an Independent Representative and signs a new Independent Representative application. All such transfers are subject to the approval in writing by NSA in its sole discretion before becoming effective. NSA shall not recognize any transfer of a Juice Plus+® Virtual Franchise® pursuant to this Rule until the authorized representative of the deceased Independent Representative's estate or the designated heir submits certified copies of the death certificate, will and/or such other instruments reasonably requested by NSA.
 24. NSA shall retain the right to refuse any Juice Plus+® Virtual Franchise® Application. This decision is at the sole discretion of NSA.

Juice PLUS[®]
V I R T U A L
FRANCHISE[®]
Embrace. Share. Inspire.

Profit & Incentive Guide



955309

Form #955710
Rev. 01/10

You build your own Virtual Franchise[®], one customer at a time.

Under our unique Preferred Customer program, you earn a retail profit each time you add a new Juice Plus+[®] Preferred Customer order. We ship the product, bill your customer, collect the money and send it to you automatically each month.

	PURCHASE VOLUME CREDIT (PVC)	WHOLESALE PRICE	RETAIL PRICE	RETAIL PROFIT	PREFERRED CUSTOMER PRICE	4-MONTH INSTALLMENT PRICE	PREFERRED CUSTOMER PROFIT
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Juice Plus+[®] Whole Food Based Nutritional Products

Juice Plus+ [®] capsules (8 Bottle Carton)	101.25	135.00	179.00	44.00	156.00	41.75	21.00
Juice Plus+ Vineyard Blend [®]	60.00	80.00	119.00	39.00	96.00	26.75	16.00
Juice Plus+ [®] Chewables (8 Pouches) Adult Serving	105.00	140.00	178.00	38.00	160.00	44.50	20.00
Juice Plus+ [®] Chewables (4 Pouches) Child Serving	52.50	70.00	89.00	19.00	80.00	22.75	10.00
Juice Plus+ Complete [®] (4 Can Case)	63.00	84.00	120.00	36.00	100.00	27.75	16.00

As you add new customers and accumulate volume, you qualify to earn commissions, too. Your goal should be to become a Juice Plus+[®] “Virtual Franchisee” as quickly as possible, preferably within your first 60 days in the business under our “Fast Track” program.

<i>To become a:</i>	<i>you Accumulate:</i>	<i>or “Fast Track” by accumulating</i>
DIRECT DISTRIBUTOR (6% commission)	\$2000 in PVC over time	\$500 in PVC your first 30 days
VIRTUAL FRANCHISEE (14% commission)	\$6000 in PVC over time	\$2000 in PVC your first 60 days

Remember that the business you accumulate does not have to be generated only by your own customers; you also get credit for business generated by other new Independent Representatives you bring into the business. Your only other requirement to earn these positions is to have \$500 in “Personal PVC” (Purchase Volume Credit in your number) in your qualifying month.

Please refer to definitions

Qualify to earn even more by duplicating your efforts with others.

In addition to your retail profit, NSA continues to increase your sales commissions and/or offer special "Performance" and "Promote-Out" Bonuses as you add new Independent Representatives to your organization and continue to build your Virtual Franchise®.

Here's what you can earn:

As a:	Sales Commission	Performance Bonus	Promote-Out Bonus	Business Incentive Bonus*
Virtual Franchisee (VF)	14%	5% for 4 generations		
Sales Coordinator (SC)	22%	5% for 4 generations	4%	
Senior Sales Coordinator (SSC)	22%	5% for 4 generations	4%	20%
Qualifying National Marketing Director (QNMD)	22%	5% for 5 generations	4%	20%
National Marketing Director (NMD)	22%	5% for 5 generations	4%	20% + Benefits

* Percentage of earnings

Here's how you qualify to earn it:

Virtual Franchisee (VF)	\$6000 in total accumulated PVC OR \$2000 in PVC your first 60 days \$500 in "Personal PVC" (Purchase Volume Credit in your number) in qualifying month
Sales Coordinator (SC)	\$12,000 in total accumulated PVC \$500 in "Personal PVC" (Purchase Volume Credit in your number) in qualifying month 3 "lines" with a Direct Independent Representative (or higher) in each
Senior Sales Coordinator (SSC)	\$28,000 in total accumulated "payline" PVC over a period of 3 consecutive months 3 "lines" with a Virtual Franchisee (or higher) in each 2 "lines" in Performance Bonus for at least 2 of your 3 qualifying months no more than 2/3 of your qualifying PVC from 1 "line"
Qualifying National Marketing Director (QNMD)	\$80,000 in total accumulated "payline" PVC over a period of 4 consecutive months 3 "lines" with a Sales Coordinator (or higher) in each 3 "lines" in Performance Bonus for at least 3 of your 4 qualifying months 2 "lines" in Promote-Out Bonus for at least 2 of your 4 qualifying months no more than 2/3 of your qualifying PVC from 1 "line"
National Marketing Director (NMD)	at least 9 months as a Qualifying National Marketing Director \$300,000 in total accumulated "payline" PVC over a period of 9 consecutive months* 5 "lines" with a Sales Coordinator (or higher) in each 5 "lines" in Performance Bonus for at least 8 of your 9 qualifying months 3 "lines" in Promote-Out Bonus for at least 5 of your 9 qualifying months no more than 2/3 of your qualifying PVC from 1 "line"

* The 9 consecutive months may begin no sooner than the month after your qualifying month as a QNMD. This means that PVC used to qualify for QNMD may not be used to qualify for NMD.

** SSC, QNMD, & NMD promotions are subject to approval by NSA .

If you have questions or require additional information, contact your sponsoring Representative or Juice Plus+® Virtual Franchise® Support (phone: (901) 850-3000 or email: support@juiceplus.com).

Please refer to definitions

Definitions & Explanations

1. **Wholesale Price** is the price at which NSA sells products to its Independent Representatives.
2. **Purchase Volume Credit (PVC)** is the portion of the wholesale price that applies for qualifications and commissions.
3. Your **Personal PVC** is the amount of PVC purchased under your Independent Representative number each month.
4. Your **downline** is all of the Independent Representatives below you in your Juice Plus+® Virtual Franchise®.
5. A **line** is each independent segment of your downline. Each "line" begins with an Independent Representative you personally sponsor and includes every Independent Representative in that person's downline. Each Independent Representative you personally sponsor represents a new and separate "line" in your organization.
6. Your **Juice Plus+® Virtual Franchise® PVC** is the total of your Personal PVC combined with the Personal PVC of other Independent Representatives in each line of your sales organization who have not yet reached the position of Virtual Franchisee and who are not under a Virtual Franchisee (or higher) in your organization.
7. To qualify to earn a **Sales Commission** in a given month you must have at least \$90 in Personal PVC that month.
8. A **qualifying month** is the month in which you meet the qualifications for a particular position in the Profit & Incentive Plan.
9. An **effective month** is the month immediately following a qualifying month in which you become eligible to earn the various commissions, bonuses, and other benefits associated with the position you have qualified for.
10. **Performance Bonus (PB)** is a 5% bonus you can begin to earn once you reach the position of Virtual Franchisee. (See "Performance Bonus" below.)
11. A **generation** is a group of Independent Representatives between PB qualifiers down to and including the next PB qualifier upon which Performance Bonus is paid.
12. **Payline** is the total PVC upon which Performance Bonus is paid in any particular month.
13. **Promote-Out Bonus (POB)** is an *additional* 4% bonus you can begin to earn once you reach the position of Sales Coordinator. (See "Promote-Out Bonus" below.)
14. **Business Incentive Bonus (BIB)** is another bonus you can begin to earn once you reach the position of Senior Sales Coordinator. It is equal to 5% - 20% of your monthly earnings, subject to Team Structure, a minimum earnings requirement and a maximum bonus amount.
15. **Excess PVC** is the amount of PVC generated in any given month in excess of the PVC you need to qualify for a particular bonus in that month. (Excess PVC may be carried over to the next month only and used to qualify for that bonus.)
16. Your **Sales Coordinator "open downline"** is all of the Independent Representatives between you and the next Sales Coordinator (or higher) below you in each line of your organization.

Performance Bonus (PB)

Once you become a Virtual Franchisee, you are eligible to earn a Performance Bonus (PB) each month on up to 5 generations of Independent Representatives in each of your lines depending on your position in the Juice Plus+® organization. There are 4 ways to qualify for Performance Bonus:

- 1) by generating at least **\$1000 in PVC** that month (including Excess PVC from the immediate prior month). This qualifies you to earn PB on up to 3 PB-qualified generations in each line.
- 2) by generating at least **\$1000 in PVC** that month (including Excess PVC from the immediate prior month) **AND having at least 4 different lines with a PB qualifier in each line.** This qualifies you to earn PB on up to 4 PB-qualified generations as a Virtual Franchisee, Sales Coordinator, or Senior Sales Coordinator.
- 3) by generating at least **\$1000 in PVC** that month (including Excess PVC from the immediate prior month) **AND having at least 5 different lines with a PB qualifier in each line.** This qualifies you to earn PB on up to 5 PB-qualified generations as a QNMD or NMD.
- 4) by **having at least 6 different lines with a PB qualifier in each line** with NO PVC requirement. This qualifies you to earn PB on up to 4 PB-qualified generations as a Virtual Franchisee, Sales Coordinator, or Senior Sales Coordinator and on up to 5 PB-qualified generations as a QNMD or NMD.

Promote-Out Bonus (POB)

Once you become a Sales Coordinator, you become eligible to earn a Promote-Out Bonus (POB). POB is equal to 4% of the PVC purchased not by your own Sales Coordinator "open downline," but by the "open" downline of the first Sales Coordinator (or higher) in each of your lines down to and including the "open downline" of the first POB-qualified Sales Coordinator (or higher) in each line. (If the first Sales Coordinator in a line is POB-qualified then your POB bonus PVC begins and ends with the "open downline" of that first Sales Coordinator.) There are 3 ways to qualify for Promote-Out Bonus:

- 1) by generating at least **\$3000 PVC in YOUR OWN "open" downline** that month (including Excess "open downline" PVC from the immediate prior month).
- 2) by generating at least **\$1500 PVC in YOUR OWN "open downline"** that month (including Excess "open downline" PVC from the immediate prior month) **AND having at least 2 different lines with a POB-qualified Sales Coordinator (or higher) in each line.**