

# b:hip

## WOULDN'T IT BE GREAT TO...

- always look and feel younger?
- have more energy and focus?
- get paid over and over for work you did only once?
- be your own boss?



# YOUR TICKET TO FINANCIAL FREEDOM

The business itself is simple. Our members can earn a percentage of every dollar sold, and accrue points for every product.

There aren't any bulky brochures or complicated order forms to keep up with. The secure online retail store is always up-to-date, and personalized to your business. We store the products, so you don't have to worry about space or shipping costs. Enroll new members to build your business group and maximize your income.



## Join Now as an Independent Member

Join now as an Independent Member and purchase the Global Software System (GSS) for \$49.95. The GSS includes the online account manager, customized websites, retail store, and a secure payment center. After 12 months, renew the GSS for only \$49.95 and keep your business open.

## Activate Your Retail Business Center

Your activated Retail Business Center (RBC) holds accrued points, called Bonus Volume (BV). You must meet a minimum volume requirement of 50 PV each activation period to keep your RBC active. The initial period lasts six weeks, while subsequent periods last four weeks.

## Qualify Your Retail Business Center

Personally sponsor two members in your business group: one in your left team and one in your right team. In order to apply towards our qualification requirements, these members must be activated.

## Teach

Simply teach and help others. That's it - pretty simple all the way around. Just do steps 1, 2 and 3, teach others to do the same, and over time you have the potential to earn all the forms of compensation mentioned below.

# VOLUME, RBC, INCOME, AND PAY CYCLES

## Volume

Each of our products has an assigned volume value. Members earn volume through their retail store and from business group sales. Personal purchases and sales made from your retail store are logged as Personal Volume (PV). All volume, no matter how it was generated, is referred to as Bonus Volume (BV).

## RBC

You must generate at least 50 PV each period to keep the RBC active. Only members with an active RBC may earn bonuses and leadership incentives. Inactive RBCs cannot hold or accrue volume. Any RBC that goes inactive will be zeroed out and lose all volume points, including any carryover points. Unfortunately, we cannot reinstate volume lost due to inactivity.

## Income

bHIP members may earn two types of income: retail profits and commissions. Earning ranks determine your retail profit margin. Eligible members may also earn bonuses and leadership incentives (collectively called commissions) to maximize their income. All of our earning ranks and commissions are subject to certain requirements.

## Pay Cycles

Pay cycles are one week long, and start on Monday, 12:00 am Central Time, and end Sunday at 11:59 pm Central Time. Paid orders are drop-shipped from bHIP's distribution facility directly to purchasers.

Commissions, bonuses and leadership incentives are paid weekly, two weeks in arrears. Your region may place a dollar minimum on issued payments. For details on area restrictions, please contact Member Support at [supportint@bhpglobal.com](mailto:supportint@bhpglobal.com).

All monetary values are in USD.

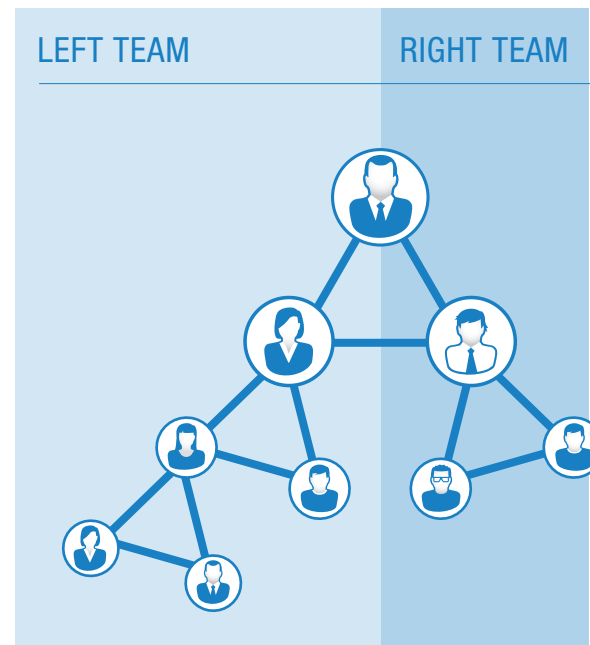
## OUR BINARY MODEL

### Team Building

New enrollees go into one of two teams. One team is on your left side, and one team is on your right side.

### Depth

Members you personally sponsor are called Level 1 members. Those your Level 1 members personally sponsor are called Level 2 members, and so on and so forth.



# EARNING RANKS

There are four earning ranks in the bHIP compensation plan: Associate, Partner, Executive and Professional. Earning ranks are determined by ranked packages or PV. Earning members make a profit on their direct retail sales, and receive discounts on personal purchases. Profits and BV may vary on our promotional packages.

## ASSOCIATE

### Our Starting Earning Rank

Simply enroll as a bHIP Global member to achieve this rank.

Members at this rank earn up to a 10% profit on sales from their retail store, and receive up to a 10% discount on their personal purchases. Eligible Associate members can earn Qualification, Direct and Team Bonuses.

## PARTNER

### Our Second Earning Rank

Purchase a Partner package or log at least 200 PV of product to achieve this rank.

Members at this rank earn up to a 20% profit on sales from their retail store, and receive up to a 20% discount on their personal purchases. Eligible Partner members can earn Qualification, Direct and Team Bonuses.

## EXECUTIVE

### Our Third Earning Rank

Purchase an Executive package or log at least 600 PV of product to achieve this rank.

Members at this rank earn up to a 25% profit on sales from their retail store, and receive up to a 25% discount on their personal purchases. Eligible Executive members can earn Qualification, Direct and Team Bonuses.

## PROFESSIONAL

### Our Highest Earning Rank

Purchase a Professional package or log at least 1,500 PV of product to achieve this rank.

Members at this rank earn up to a 30% profit on sales from their retail store, and receive up to a 30% discount on their personal purchases. Eligible Professional members can earn Qualification, Direct and Team Bonuses, and Leadership Matching, Differential and Lifestyle Bonuses.

# EARNING RANK COMPARISON

Associate	Partner	Executive	Professional	
\$49.95 USD per Year	\$49.95 USD per Year	\$49.95 USD per Year	\$49.95 USD per Year	Global Software System (GSS)
0 PV*	Partner Package or 200 PV*	Executive Package or 600 PV*	Professional Package or 1500 PV*	Personal Orders + Online Retail Sales
6 wks Initial 4 wks Ongoing	6 wks Initial 4 wks Ongoing	6 wks Initial 4 wks Ongoing	6 wks Initial 4 wks Ongoing	Activation Period 50PV* for Initial & Ongoing
Up to 10%	Up to 20%	Up to 25%	Up to 30%	Retail Profit
One time Bonus of \$50 USD	One time Bonus of \$50 USD	One time Bonus of \$50 USD	One time Bonus of \$50 USD	Qualification Bonus <i>Sponsor 2 active members 1 left + 1 right</i>
\$20 USD for Partner Pack \$40 USD for Executive Pack \$100 USD for Professional Pack	\$20 USD for Partner Pack \$40 USD for Executive Pack \$100 USD for Professional Pack	\$20 USD for Partner Pack \$40 USD for Executive Pack \$100 USD for Professional Pack	\$20 USD for Partner Pack \$40 USD for Executive Pack \$100 USD for Professional Pack	Direct Bonus <i>Sponsor member with Partner, Executive or Professional Package</i>
\$50 USD	\$50 USD	\$50 USD	\$50 USD	Team Bonus <i>500 BV Left Team, 500 BV Right Team. Max \$30,000 weekly. Max Team carryover 250,000 BV</i>

Earn Leadership Matching, Differential & Lifestyle Bonuses

All commissions are subject to member and/or volume requirements. Qualification, Direct and Team Bonuses are available to Associate, Partner, Executive, and Professional members. Leadership Matching, Differential and Lifestyle Bonuses are only available to our Professional members.

## BONUSES

bHIP offers three types of bonuses for the avid earner: Qualification, Direct and Team. Bonuses reward you for your team and business-building efforts.

### QUALIFICATION BONUS

This is a one-time bonus of \$50 to reward you for Fully Qualifying your RBC. Fully Qualify your RBC by personally sponsoring two active members in your business group: one in your left team and one in your right team.

You must be active and Associate rank or above to earn the Qualification Bonus. Only one Qualification Bonus may be earned per RBC.

### DIRECT BONUS

You can earn a Direct Bonus each time you personally sponsor a member with a Partner, Executive or Professional package. You must be active and Associate rank or above to earn Direct Bonuses.

PACKAGE ORDER	Direct Bonus
Partner	\$20
Executive	\$40
Professional	\$100

## TEAM BONUS

To earn the \$50 Team Bonus, you must accumulate 500 BV on your left team and 500 BV on your right team. You must be active, fully qualified, and Associate rank or above to earn Team Bonuses.

Members may earn up to \$30,000 USD in Team Bonuses per week. You may carry over up to 250,000 of unused BV (per team) into the next pay cycle as long as you remain active.

LEFT TEAM

**500** BV

+

=

**\$50**

RIGHT TEAM

**500** BV

## LEADERSHIP INCENTIVES

bHIP offers three types of leadership incentives for our Professional members who achieve a leadership rank: Matching, Differential and Lifestyle Bonuses. Our leadership incentives focus more on rewarding your long-term goals.

Leadership ranks are evaluated each commission week. Your leadership rank is determined by the number of Team Bonus cycles you earned and the number of active Level 1 members in your left and right teams.

To be eligible for Leadership Bonuses, you must be active, fully qualified, and Professional rank, and satisfy the applicable leadership rank requirements.

## LEADERSHIP MATCHING BONUS

Professional members may achieve leadership ranks to earn weekly leadership matches. Earn a 10% match on Team Bonuses earned by your applicable leveled members.

Leadership Rank	Weekly Team Bonus Cycles	Active Personally Enrolled	Level 1 Match	Level 2 Match	Level 3 Match	Level 4 Match	Level 5 Match
<b>Manager</b>	4	1 Left / 1 Right	10%				
<b>2 Star Manager</b>	8	2 Left / 2 Right	10%				
<b>3 Star Manager</b>	12	3 Left / 3 Right	10%	10%			
<b>Director</b>	24	4 Left / 4 Right	10%	10%			
<b>2 Star Director</b>	48	4 Left / 4 Right	10%	10%	10%		
<b>3 Star Director</b>	96	4 Left / 4 Right	10%	10%	10%		
<b>Vice President</b>	144	4 Left / 4 Right	10%	10%	10%	10%	
<b>President</b>	192	4 Left / 4 Right	10%	10%	10%	10%	10%

# LEADERSHIP DIFFERENTIAL BONUS

Professional members may achieve leadership ranks to earn weekly Differential Bonuses. Earn Differential Bonuses each time you personally sponsor a member with an Executive or Professional package.

One Differential Bonus is paid at each leadership rank. The higher your leadership rank, the more bonuses you can earn on your personally sponsored Executive or Professional package sale. You earn the bonus for your leadership rank PLUS the bonus for each of the lower leadership ranks!

You can also potentially earn Differential Bonuses when someone within your sponsorship tree personally sponsors a member with an Executive or Professional package. If that sponsor has not achieved the highest leadership rank, the remaining unpaid Differential Bonus(es) will pay up the sponsorship tree to the nearest member with a higher leadership rank.

Leadership Rank	Weekly Team Bonus Cycles	Active Personally Enrolled	Executive Pack Differential	Professional Pack Differential
<b>Manager</b>	4	1 Left / 1 Right	\$5	\$10
<b>2 Star Manager</b>	8	2 Left / 2 Right	\$5	\$15
<b>3 Star Manager</b>	12	3 Left / 3 Right	\$10	\$20
<b>Director</b>	24	4 Left / 4 Right	\$10	\$25
<b>2 Star Director</b>	48	4 Left / 4 Right	\$5	\$15
<b>3 Star Director</b>	96	4 Left / 4 Right	\$5	\$10
<b>Vice President</b>	144	4 Left / 4 Right	\$0	\$5
<b>President</b>	192	4 Left / 4 Right	\$0	\$0

## example

You are a 3 Star Director  
You sponsored Joe, who is a 3 Star Manager  
Joe sponsored Mary with a Professional package.

Joe (3 Star Manager) receives:

$$\begin{array}{l} \$10 \text{ Manager Bonus} \\ + \$15 \text{ 2 Star Manager Bonus} \\ + \$20 \text{ 3 Star Manager Bonus} \\ \hline \end{array}$$

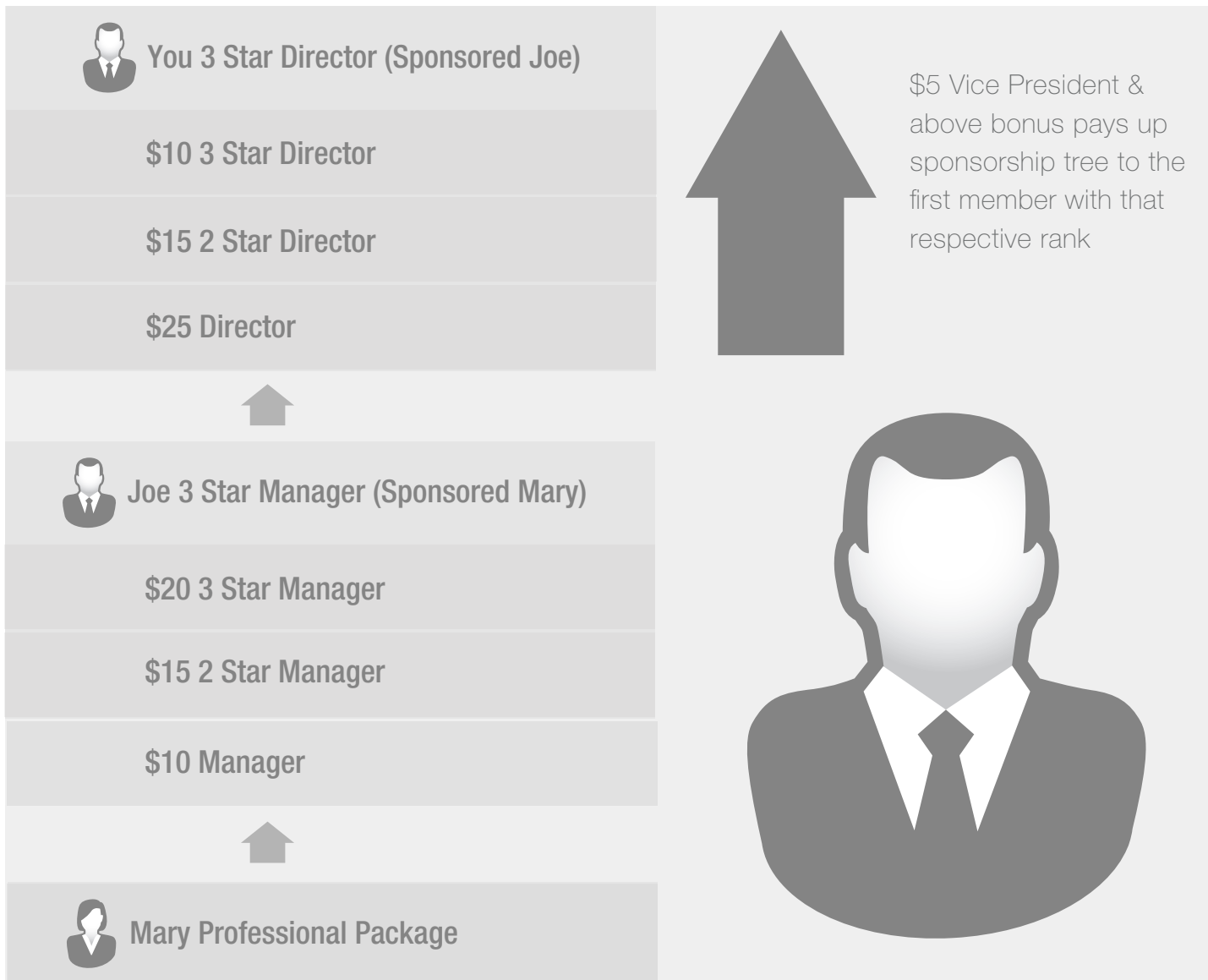
**\$45** Total in Differential Bonuses

You (3 Star Director) are the next sponsor above Joe, and you have a higher leadership rank, so you receive the remaining unpaid bonuses:

$$\begin{array}{l} \$25 \text{ Director Bonus} \\ + \$15 \text{ 2 Star Director Bonus} \\ + \$10 \text{ 3 Star Director Bonus} \\ \hline \end{array}$$

**\$50** Total in Differential Bonuses

The first member up your sponsorship tree with the higher remaining leadership rank(s) would receive the Vice President and above bonus.



## LEADERSHIP LIFESTYLE BONUS

Professional members may achieve leadership ranks to earn weekly Lifestyle Bonuses. Earn the Lifestyle Bonus listed for the leadership rank you achieved that commission week.

Leadership Rank	Weekly Team Bonus Cycles	Personally Enrolled	Lifestyle Bonus
<b>Manager</b>	4	1 Left / 1 Right	\$100
<b>2 Star Manager</b>	8	2 Left / 2 Right	\$350
<b>3 Star Manager</b>	12	3 Left / 3 Right	\$700
<b>Director</b>	24	4 Left / 4 Right	\$800
<b>2 Star Director</b>	48	4 Left / 4 Right	\$850
<b>3 Star Director</b>	96	4 Left / 4 Right	\$900
<b>Vice President</b>	144	4 Left / 4 Right	\$950
<b>President</b>	192	4 Left / 4 Right	\$1,000



# LEADERSHIP INCENTIVES RECAP

Leadership Rank	Weekly Team Bonus Cycles	Active Personally Enrolled	Level 1 Match	Level 2 Match	Level 3 Match	Level 4 Match	Level 5 Match	Executive Pack Differential	Professional Pack Differential	Lifestyle Bonus
<b>Manager</b>	4	1 Left / 1 Right	10%					\$5	\$10	\$100
<b>2 Star Manager</b>	8	2 Left / 2 Right	10%					\$5	\$15	\$350
<b>3 Star Manager</b>	12	3 Left / 3 Right	10%	10%				\$10	\$20	\$700
<b>Director</b>	24	4 Left / 4 Right	10%	10%				\$10	\$25	\$800
<b>2 Star Director</b>	48	4 Left / 4 Right	10%	10%	10%			\$5	\$15	\$850
<b>3 Star Director</b>	96	4 Left / 4 Right	10%	10%	10%			\$5	\$10	\$900
<b>Vice President</b>	144	4 Left / 4 Right	10%	10%	10%	10%		\$0	\$5	\$950
<b>President</b>	192	4 Left / 4 Right	10%	10%	10%	10%	10%	\$0	\$0	\$1000

## 70% CAP RULE

To ensure the strength and profitability of our business plan, commission payments are subject to a 70% cap rule. bHIP pays up to 70% of eligible commissionable volume generated over the lifetime of the plan. Should the projected commissions for any week exceed 70% of the current commissionable volume, bHIP will dilute Team Bonus payouts for all members to stay in line with our stated limits. All of our members will experience this dilution at the same rate and proportion.

Neither past nor present commission payments may exceed the 70% threshold, no exceptions. The 70% Cap Rule applies to all commissions of all pay cycles.

bHIP realizes how important it is for our members to receive their full payouts, and we have taken certain safeguards to prevent the above scenario from happening. When possible, any excess monies are retained to ensure that we need never reduce member commissions.

## INTERNATIONAL VOLUME

Members registered in Vietnam will receive 50% of the listed volume for orders placed outside of that country. Members registered anywhere else will receive 50% of the volume for orders placed within Vietnam.



bHIP was founded by entrepreneur Terry LaCore. bHIP currently operates in over thirty countries around the globe, and plans to expand to many more in the coming months. Since our inception, we at bHIP have devoted ourselves to creating a truly global platform for today's multinational economy. Our executives and hands-on management teams are committed to providing dedicated men and women with the tools they need to realize their long-term business goals.

Our mission at bHIP is to deliver authentic, unique health and wellness products to a global audience. By offering verifiable scientific information along with our quality products, bHIP hopes to create a

trustworthy and solid community for promoters, members and customers alike.

At bHIP, "community" is more than just a word, as we believe in contributing to the public that supports us. We are passionate about company transparency and brand responsibility, and make every effort to adhere to the guidelines of our operation areas. We have faith in the strength and authenticity of our brand, and consider word-of-mouth advertising more than enough to ensure our success. bHIP will continue to expand across the globe, instilling our vision in the minds and hearts of our consumers. Go tell the world: bHIP is here.

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