

ENIVA®

*The
Eniva Gold™
Marketing Plan*



Experience
Vibrant
Living



STAIRWAY OF SUCCESS

At Eniva we're making a difference — improving health across the nation as well as offering a step-by-step path to make dreams a reality. There is a golden opportunity with Eniva to build your own business and improve the lives of others along the way. As you grow your business, you'll find an incredible Eniva Family ready to help you. If you have the desire, drive, and determination, Eniva has the people, products, and plan to help you achieve success!

Appointment Requirements

PREFERRED CUSTOMER

1. Fill out and submit a **Preferred Customer Form**. — *No Fee!* —
2. Order any product from the Preferred Customer (PC) price list or call Eniva's toll-free order line. **No minimum purchase amount required.**
3. Optional purchase of an **Eniva Success Kit**: Includes online office access, personalized website, education and sales materials, tapes, forms, and presentation kit.

MANAGER*

1. Purchase a **minimum order of 49 BV** within the current month.
2. Personally enroll a total of 4 PCs who each purchase 49 BV within the current month. *Individuals do not need to be enrolled in the same month.*
3. **Minimum 49 BV Smart Order Commitment.**
4. Eligibility for additional product packages and discounts.
5. Optional purchase of an **Eniva Success Kit.**

*Achieve within 21 days of app date = **Fast Start Bonus!**

AREA MANAGER

1. Purchase a **minimum order of 49 BV** within the current month.
2. Have **4 active frontline (1st level) teammates** (Preferred Customers or Managers) who each have **2 active frontline teammates**. All must purchase a minimum order of 49 BV within the same month.
3. **Minimum 49 BV Smart Order Commitment.**

BV = Bonus Volume; the commissionable dollar amount of a product purchase

REGIONAL MANAGER

1. Purchase a **minimum order of 74 BV** within the current month.
2. Personally enroll a total of **8 active teammates anywhere within 7-levels**, each having made a **minimum qualifying order of 49 BV** in the current month.
3. Develop **2 personally enrolled frontline (1st level) Area Managers (AM).**
4. Have a **minimum monthly group volume of \$2000** within 7-levels.
5. **Minimum 74 BV Smart Order Commitment.**

EXECUTIVE REGIONAL MANAGER

1. Purchase a **minimum order of 74 BV** within the current month.
2. Develop **2 personally enrolled frontline (1st level) Regional Managers (RM).**
3. Develop **2 more Regional Managers** anywhere within your 7-level organization.
 - These RMs may be enrolled by others and also may be on your frontline.
4. Have a **minimum monthly group volume of \$10,000** within 7-levels.
5. **Minimum 74 BV Smart Order Commitment.**

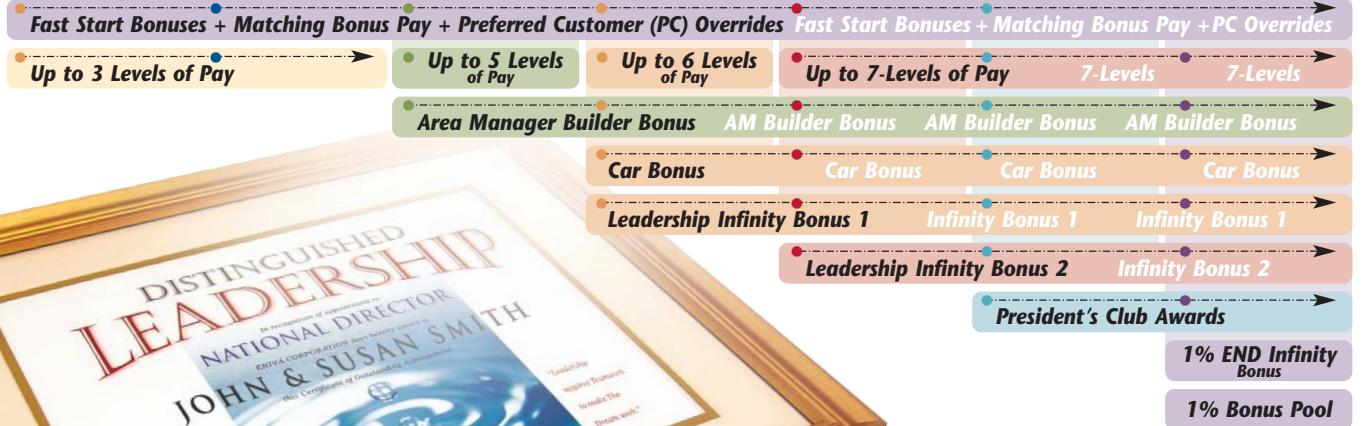
NATIONAL DIRECTOR

1. Purchase a **minimum order of 74 BV** within the current month.
2. Develop a total of **4 personally enrolled frontline (1st level) Regional Managers (RM).**
3. Develop **4 more Regional Managers** anywhere within your 7-level organization.
 - RMs may be enrolled by others and also may be on your frontline.
4. Have a **minimum monthly group volume of \$40,000** for 3 consec. months within 7-levels.

Appointment occurs upon completion of 3rd month.
5. **Minimum 74 BV Smart Order Commitment.**

EXECUTIVE NATIONAL DIRECTOR

1. Purchase a **minimum order of 74 BV** within the current month.
2. Have a **minimum monthly group volume of \$75,000** for 3 consecutive months. *Appointment occurs upon completion of 3rd month.*
3. After having achieved the position of National Director, **recruit and develop a minimum of 2 NEW personally-enrolled, frontline (1st level) RMs.**
4. These new frontline RMs must both achieve a **minimum of \$3,000** in 7-level monthly leg volume for 3 consecutive months for a ND to be appointed to the END position.
5. **Smart Order Commit. (74BV).**



Promote Yourself



ENIVA GOLD™

Eniva's innovative marketing structure creates powerful compensation rewards. The *Eniva Gold™ Compensation Plan* incorporates a dynamic 7-level residual income platform, management overrides, infinity leadership pay, car bonuses, and company-wide incentives to allow for remarkable income earning potential. **Plus**, with a **Fast Start Bonus** program, **100% Matching Bonus Pay**, and ongoing 20% customer overrides, Eniva Teammates have the incentive to start fast and will see significant income right away. The *Eniva Gold™* plan is designed to provide you with significant rewards and ongoing benefits. It is geared for your success and financial independence!

A Look at Your Management Building Strategy

MANAGER (M)

Personally enroll a total of 4 active teammates; each with a qualified \$49 BV order in the current month.

Achieve this within 21 days of app date = Fast Start Bonus Pay!

With Requirements Fulfilled

AREA MANAGER (AM)

4 frontline active teammates who each have 2 active frontline teammates with qualified orders for the month.

With Requirements Fulfilled

REGIONAL MANAGER (RM)

2 frontline AMs

With Requirements Fulfilled

EXEC. REG. MANAGER (ERM)

- 2 frontline RMs

- 2 more RMs anywhere within 7-level organization

With Requirements Fulfilled

NATIONAL DIRECTOR (ND)

- 4 frontline RMs

- 4 more RMs anywhere within 7-level organization

With Requirements Fulfilled

EXECUTIVE NATIONAL DIRECTOR (END)

- 2 additional frontline RMs after having achieved National Director

New RMs must be enrolled AFTER the National Director position has been achieved.

With Requirements Fulfilled

All Manager appointments require Smart Order Commitment

FAST START PROFITS: 20%+10%*+MATCH†

Preferred Customer Overrides (PCO):

When you personally enroll a Preferred Customer (PC), Eniva pays you the difference between wholesale and Preferred Customer price on all product purchases made by the new PC. This override averages 20% of the gross product purchase and continues for as long as the individual remains a PC.

*Fast Start Bonus (FSB):

Receive up to an additional \$50 on each new PC's initial product purchase! Personally enroll at least 4 new PCs with a 49 BV order within 21 days of your application date and receive an additional 10% override bonus on each PC's initial gross product volume purchase. The enroller must be on Smart-Order to be eligible for FSB bonuses. FSBs pay the additional 10% on each product order up to \$500. There is no limit on how many PCs a person can enroll in their first 21 days and no limit to the number of FSBs they can receive!

†100% Matching Bonus:

Anytime you personally enroll a new PC who achieves a Fast Start Bonus, you receive a 100% Match on their FSB amount! There is no limit to the number of PCs you can enroll over time and no limit on the number of Matching Bonuses you can receive. Enrollers must be on SmartOrder to be eligible to receive the Matching Bonus.

In order to receive a commission check, members must have a valid Social Security Number (SSN) or Tax Identification Number (TIN) and completed W-9 form on file with Eniva.

Please Note:

1. SSN's/TIN's must be submitted in the current month to be eligible to earn or accumulate commissions for that month.
2. W-9 forms must be received by the 6th of the month to receive commissions for the previous month's activity.

People,
Products,
Plan



INCOME OPPORTUNITIES

Eniva's business opportunity is not only based on lucrative financial rewards, but also sound business principles that work in today's hectic world. At Eniva, you will never have to "load-up" on product purchases to achieve advancement. Your management appointments are permanent and cannot be taken away. There are no "breakaways" by which you might sacrifice teammates and income. And best of all, qualifiers are simple and straightforward. Eniva provides an opportunity that works *with* you to truly have fun while achieving success in your business.

7 LEVEL PAY PLAN

MONTHLY ACTIVITY QUALIFIERS

COMMISSIONS AND RESIDUAL INCOME

LEVELS OF PAY	MINIMUM PERSONAL PRODUCT PURCHASE	PERSONALLY ENROLLED FRONTLINE TEAMMATES** (49 BV)	SMART ORDER COMMIT.	MINIMUM MNGMNT POSITION	7-LEVEL LEG†† VOLUME	PCO FSB	PC & MGR	AM	RM & ERM		ND	END	
						MATCH	BV%	AM BB	CAR	INFINITY	PRES CLUB	1% 1% END POOL	
1	49 BV	1				20% + 10%*	+4%	+3%	+	+3%	+	+1%	+1%
2	49 BV	1	YES			10%†	+10%	+3%	+	+3%	+	+1%	+1%
3	49 BV	3	YES				8%	+3%	+	+3%	+	+1%	+1%
4	49 BV	4	YES	AM			10%	+3%	+	+3%	+	+1%	+1%
5	49 BV	5	YES	AM	3 LEGS OF \$1000 EACH		7%	+3%	+	+3%	+	+1%	+1%
6	74 BV	6	YES	RM	3 LEGS OF \$2000 EACH		5%	+3%	+	+3%	+	+1%	+1%
7	74 BV	7	YES	ERM	3 LEGS OF \$3000 EACH		4%	+3%	+	+3%	+	+1%	+1%

INCREASE YOUR INCOME MOMENTUM!



** Frontline Active Teammates are Personally-Enrolled, 1st Level members

BV% = Commission % Paid on Bonus Volume Purchases

†† LEG = Frontline (A-level) Teammate and their Downline

AM BB = Area Manager Builder Bonus

Pres Club = President's Club Awards

Live Your
Dreams



ENIVA BONUS INCENTIVES

Eniva also rewards its Managers with an array of exciting bonus structures that promote team development and organizational growth throughout all levels of their business.

Area Manager Builder Bonus

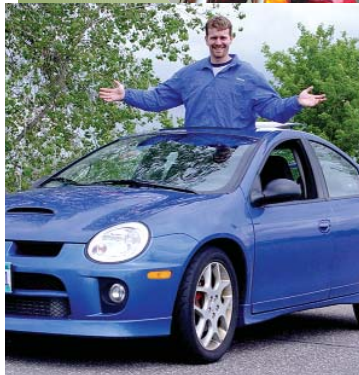
Once an individual has reached Eniva's management position of **Area Manager**, they are eligible to begin receiving the **Area Manager Builder Bonus**. This bonus pays an **additional 3%** for a period of one year on all 7-level bonus volume (BV) generated by new personally enrolled frontline Area Managers. This percentage is paid in addition to Preferred Customer overrides and bonuses, 7-level commissions, and the Leadership Infinity Bonus. There is no limit to the number of frontline Area Managers one can develop at once or over time.

To be eligible to receive this monthly bonus, an individual must meet the AM group (4:2) purchase requirements on a monthly basis, as well as meet group sales volume requirements. Bonuses are paid monthly. Should requirements not be met during any one month, the bonus will not be paid for that month. Assuming requalification, bonuses will resume the month requirements are again met.

A maximum of three Managers in a single leg within 7-levels can earn 3% at any one time on the same volume. Should a frontline person become an Area Manager prior to your appointment to AM, you are ineligible to receive the 3% on that leg. The 3% can be earned up to a maximum of 150% of the immediate upline manager's monthly volume.

Volume requirements to be eligible to receive the bonus:

AM	49 (personal) BV \$700 group volume (7-level)
RM	74 (personal) BV \$2,000 group volume (7-level)
ERM	74 (personal) BV \$10,000 group volume (7-level)
ND	74 (personal) BV \$25,000 group volume (7-level)
END	74 (personal) BV \$37,500 group volume (7-level)



Eniva Car Bonus

Picture yourself driving the brand new car of your choice and having it paid for by Eniva!

Up to \$1,000 Monthly Payment

\$500 Car Allowance per Month:

You can qualify for a \$500 monthly Car Bonus by reaching the level of **Regional Manager** and having **3 separate legs** each doing a minimum of \$6,000 each (7-level leg volume) per month for 3 consecutive months. As you grow your business, you can increase your car allowance too!

\$750 Car Allowance per Month:

Simply attain **Regional Manager** status and develop **4 frontline Infinity Bonus qualified Managers**. After 3 months of meeting this requirement, your car allowance will increase to **\$750 in the 4th month!**

\$1000 Car Allowance per Month:

To be eligible for the monthly **\$1,000 car allowance**, achieve the position of **Regional Manager** and develop **5 frontline Infinity Qualified Managers**. After 3 months of meeting this requirement, your car allowance will increase to **\$1000 in the 4th month!**

The Eniva Car Bonus is only applicable to one car, 2 years or newer, per qualifying Manager. After qualifying to receive their first Eniva Car Bonus check and purchasing/leasing their new vehicle, a person has 36 months before needing to purchase or lease a different car to continue receiving the bonus. On an ongoing basis, this 36-month cycle will be used to qualify for ongoing car bonuses.

Upon qualification, Managers need to submit to Eniva: **1) The Final Sales/Lease Agreement 2) Eniva Car Bonus Form 3) A picture of you with your new vehicle 4) Regular updates of a lease or purchase agreement** are required to validate participant's compliance with this program.

After receiving the Car Bonus, should a Teammate miss one (1) month of Car Bonus qualification, they do not need to go through a three-month re-qualifying period to again receive the bonus, but must meet the current month's car bonus requirements.

After receiving the Car Bonus, should a Teammate miss two (2) or more consecutive months of Car Bonus qualification, they will need to re-qualify for the bonus according to the original criteria, including the three-month qualifying period, to again receive the bonus.

A Destiny of Greatness



ENIVA LEADERSHIP REWARDS

Eniva provides financial incentives that truly offer lifestyle and financial independence. From Infinity Bonuses to Presidential Challenges, and incredible recognition opportunities, Eniva leaders live a life of fun, freedom, and success.

1 Leadership Infinity Bonus

Once an individual has achieved the position of RM, ERM, ND, or END they are eligible to receive additional percentages within and beyond the 7-level commission structure. These percentages are paid in addition to Preferred Customer overrides and bonuses, 7-level commissions, and the Area Manager Builder Bonus.

Regional Managers with at least 3 frontline (1st level) teammates each producing a minimum of \$7,000 in leg volume within 7-levels will be eligible to receive the additional percentages on all levels.

- +3.0%** Paid up to the 1st Infinity Bonus Qualified Individual
- +3.0%** Paid up to the 2nd Infinity Bonus Qualified Individual
- +3.0%** Paid up to the 3rd Infinity Bonus Qualified Individual

The Leadership Infinity Bonus begins following 2 consecutive months of achieving the \$7,000 monthly volume qualifier noted above.

2 Executive Regional Managers, National Directors, and Executive National Directors

having at least 4 frontline (1st level) teammates each producing a minimum of \$7,000 in monthly leg volume within 7 levels are eligible to receive increased and extended Infinity Bonus percentages.

- +3.0%** Paid up to the 1st Infinity Bonus Qualified Individual
- +3.0%** Paid up to the 2nd Infinity Bonus Qualified Individual
- +3.0%** Paid up to the 3rd Infinity Bonus Qualified Individual
- +2.0%** Paid up to the 4th Infinity Bonus Qualified Individual
- +1.0%** Paid up to the 5th Infinity Bonus Qualified Individual

**Once an individual in your downline has achieved the Infinity Bonus, you have 4 months to achieve the bonus yourself, otherwise eligibility to receive the bonus on that specific leg will be forfeited. Once Infinity Bonus qualification has been achieved, should an individual miss the qualifications for 3 consecutive months, future ability to earn the infinity bonus on their current infinity qualified legs in the downline, as of that third month, will be forfeited.*

After receiving the Infinity Bonus, should a Teammate miss one (1) month of qualification, they do not need to go through a two-month re-qualification process to again receive the bonus, but must meet the current month's Infinity Bonus requirements.

After receiving the Infinity Bonus, should a Teammate miss (2) consecutive months, they will need to re-qualify according to the original Infinity Bonus criteria to again receive the Infinity Bonus, including the two-consecutive-month requirement.



President's Club National Directors and Executive National Directors

Upon appointment to National Director, Eniva inducts its new Nationals into *Eniva's President's Club*. This prestigious induction includes presenting new National Directors and their spouses with a **signature 10K gold, diamond-studded ring** at the Annual Awards Banquet. For each additional personally-enrolled, frontline (1st level) Regional Manager developed, additional diamonds will be placed around the circumference of the male ring and a larger center diamond is upgraded for the female ring. Upon achievement of END, a **brilliant diamond studded center strip** is added to the President's Club Ring. These signature pieces are a prized display of membership in Eniva's prestigious President's Club. President's Club Members also have the opportunity to participate in special Presidential Challenge incentive programs.



Executive ND 1% Infinity Bonus

Once an individual has achieved the position of END, they have the ability to **earn an additional 1% paid through 7-levels AND BEYOND** on all volume generated by new legs that are enrolled AFTER they have become a National Director. To begin receiving the 1% bonus, 2 NEW Regional Managers must be personally enrolled on the frontline of the END after the position of ND had been achieved. Those new frontline RMs must achieve a minimum of \$3,500 in 7-level monthly leg volume for 3 consecutive months for the bonus to begin. This exciting bonus encourages constant new manager development and provides enhanced rewards into the depths of an END's organization for incredible income potential!

Please see www.eniva.com (Opportunity) – for full details.

1% Company Bonus Pool

Executive National Directors also share in a very special bonus pool created to reward Eniva's top performers for encouraging company-wide sales growth. **Each Quarter, 1% of total commissionable product volume is paid out to Executive National Directors!** Eligibility for this bonus structure is based upon achievement of the END position and monthly performance criteria as described on the web: www.eniva.com (Opportunity) *Take your business to the top and share in this amazing bonus structure!*