



mieessence®

Compensation Plan Overview

15 Feb 2012

Involvement

- **Customers** buy for personal use and pay the recommended retail price for the products.
 - **Lifestyle Members** receive an ongoing 20% discount once an order of \$150 has been placed.
- A **Representative** is someone who wants to build a home-based business with unlimited financial potential.

Point Value or PV

- The Company has given each of its products a Point Value or PV, so that regardless of the country of sale, everyone receives the same credit for promotion within the plan.
- PV is based on 70% of the Australian retail price for the product, minus G.S.T., and rounded to the nearest whole number.

PV Examples

Product	Aust. Retail	G.S.T.	Net Amount	70%	PV	Previous PV
Skin Care Pack	\$133.60	\$12.15	\$121.45	\$85.01	85	70
Vitality Pack	\$187.65	0	\$187.65	\$131.36	131	107
Body Wash	\$17.10	\$1.55	\$15.55	\$10.88	11	9
Shampoo	\$23.45	\$2.13	\$21.32	\$14.92	15	11
Conditioner	\$21.40	\$1.95	\$19.45	\$13.62	14	10
Jaffa Lip Balm	\$8.20	\$0.75	\$7.45	\$5.22	5	5
TOTAL					261	212

Team Group Volume

- Team Group Volume or TGV is used to determine a Representative's rank in the Compensation Plan.
- TGV is the total of the Personal Volume of all the Representatives in each team of the Retirement Tree plus those Representative's Customers and Lifestyle Members.
- TGV is reset to zero at the beginning of each calendar month.

Rank Requirements

	Associate	Senior Associate	Manager	Executive	Managing Executive	Senior Executive	Ambassador
Min. # of Teams in the Retirement Tree		2	3	3	3	3	3
Min. Points in each Team in the Retirement Tree		300	800	2,000	5,000	12,000	30,000

Bonus Protection

- Bonus Protection or BP is designed to ensure Representatives are eligible to receive their bonuses in case they forget to place an order during the month.
- BP orders are processed on the 25th of each month if the Representative's orders, to that date, do not exceed 75 Points. If the 25th falls on a weekend, BP will be run on the following Monday.

Bonus Value or BV

- Bonus Value or BV is the number assigned to a product that bonus percentages are paid on.
 - The BV for a product varies by region and reflects the price of the product and the cost of doing business in that region.
 - 100% of the BV is paid out through the Compensation Plan.

BV Region Comparison

Product	PV	Aust BV	USA BV	CDN BV	Japan BV	NZ BV	UK BV	Other Areas	Previous BV
Skin Care Pack	85	\$30.99	\$22.38	\$26.95	\$34.22	\$26.28	\$20.63	\$23.46	\$22.99
InLiven Triple Pk	131	\$37.27	\$30.22	\$29.88	\$53.59	\$38.81	\$24.30	\$31.90	\$18.83
Body Wash	11	\$3.20	\$1.89	\$1.58	\$4.95	\$2.63	\$1.43	\$2.12	\$0.89
Shampoo	15	\$4.82	\$2.92	\$2.98	\$6.30	\$4.34	\$2.35	\$3.62	\$2.65
Conditioner	14	\$3.44	\$2.20	\$2.29	\$5.26	\$3.59	\$1.67	\$2.59	\$1.57
Jaffa Lip Balm	5	\$1.90	\$1.38	\$1.61	\$1.92	\$2.08	\$1.45	\$1.72	\$1.41
TOTAL		\$81.62	\$60.99	\$65.29	\$106.24	\$77.73	\$51.83	\$65.41	\$48.34

Joining/Renewal Fees

- The Fees cover the cost of providing an online office with all the tools necessary for building a successful home-based business.
 - \$40 if the initial order is less than 300 Points.
 - \$20 for a FastStart order of 300 - 599 Points.
 - FREE with a Super FastStart order of 600 or more Points.
 - Annual Renewal - \$25. Waived if the Representative is on BP for 10 of the previous 12 months.

Joining Orders

Order Amount	Discount	Shipping
Under 75 Points	20%	\$9.95
75 - 299 Points	20%	\$4.95
FastStart Pack 300 - 599 Points	30%	FREE
Super FastStart Pack 600 + Points	40%	FREE

Ongoing Orders

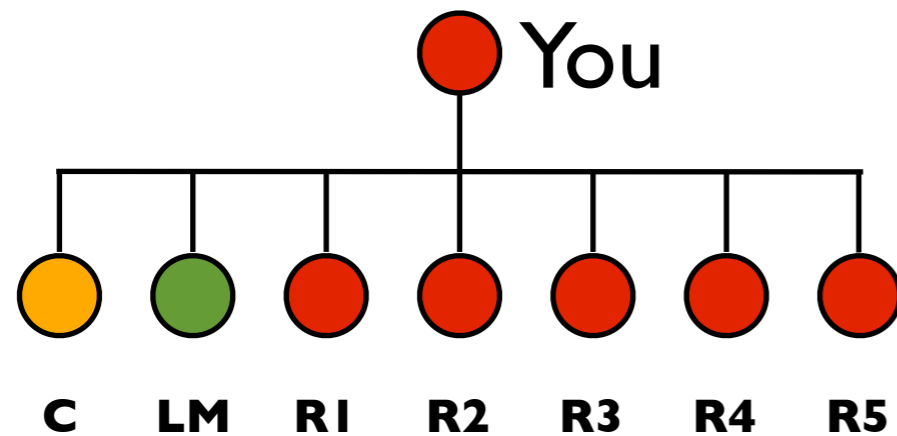
Order Amount	On BP	Discount	Shipping
Under 75 Points	No	20%	\$9.95
75 + Points	No	20%	\$4.95
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Under 75 Points	Yes	20%	\$4.95
75 - 129 Points	Yes	20%	FREE
130 - 699 Points	Yes	30%	FREE
700 + Points	Yes	40%	FREE

Building a Business

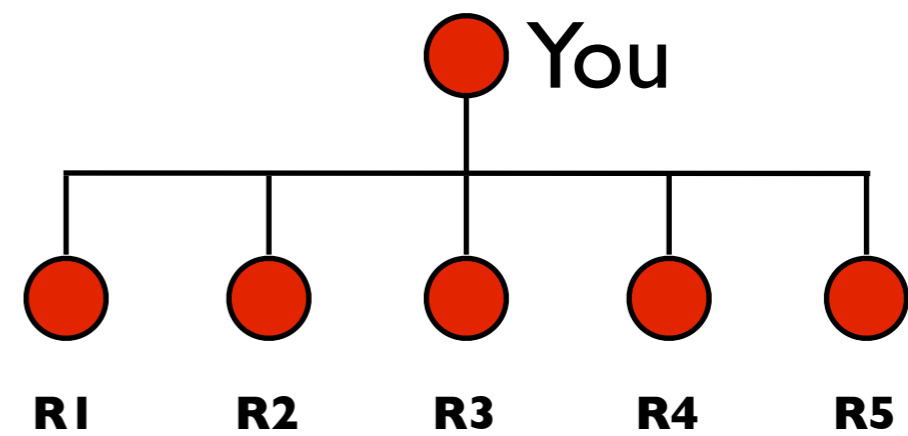
- A Representative in the Compensation Plan has two family trees; a **Sponsor Tree** and a **Retirement Tree**.
 - New Customers, Lifestyle Members and Representatives are always front line in the Sponsor Tree.
 - New Representatives are also front line in the Retirement Tree.

Genealogy

Sponsor Tree



Retirement Tree



 **Customer**

 **Lifestyle Member**

 **Representative**

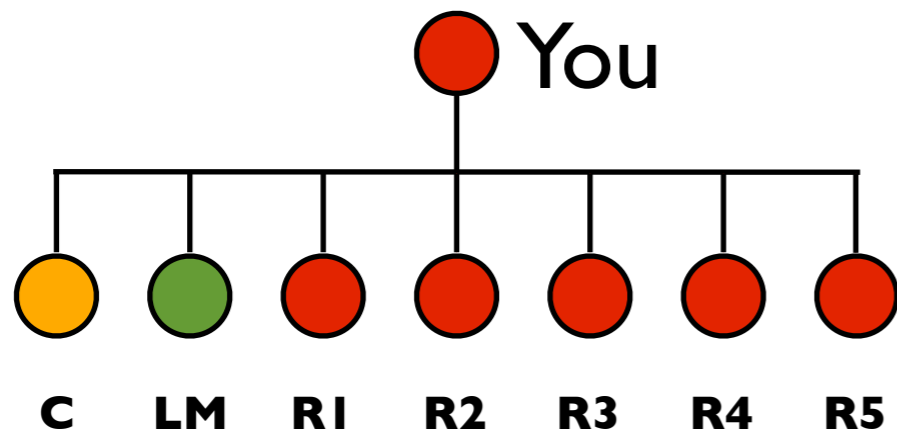
Retirement Tree

- Representatives must build 3 Teams in the Retirement Tree to attain the top rank. They can build more later to earn greater rewards.
- Once a Representative has been placed front line in the Retirement Tree, the Sponsor has 30 days to move them to an existing Team if they wish to.

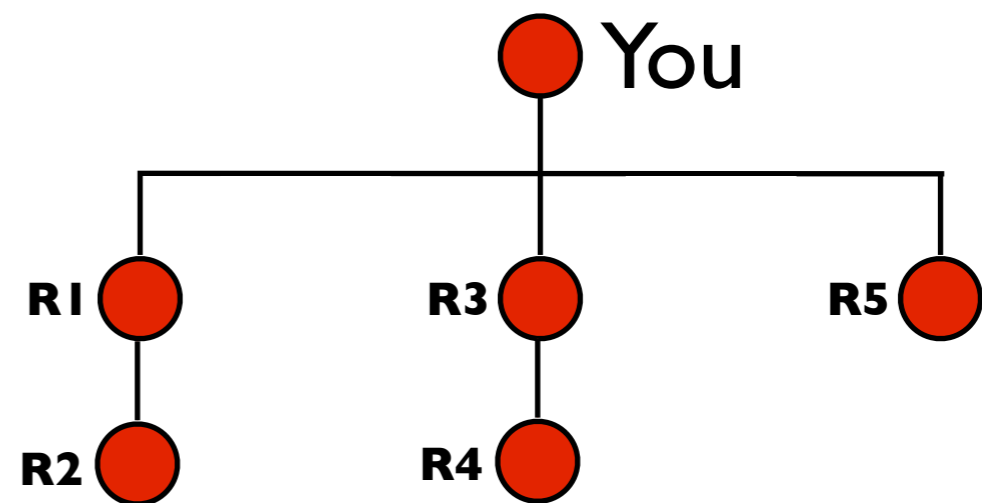
Genealogy

After Move

Sponsor Tree



Retirement Tree



Bonuses

- **Customer Bonuses** - 7% of the order amount.
- **Sponsor Volume** is the BV of orders placed by Customers and Lifestyle Members as well as Representatives in their first 30 days.
- **Retirement Volume** is the BV of orders placed by Representatives who have been with the Company more than 30 days.

Customer Bonus

7% of the order value by a Customer or Lifestyle Member, will be paid to the Active Sponsoring Representative in addition to the first level Sponsor Bonus which takes the total bonus to about 15% of the order value.

FastStart Bonuses

- The FastStart Bonus is paid to the Sponsor of a new Representative who places a single order of 300 Points or more within 30 days of joining.
- The sponsoring Representative must be on BP to receive the FastStart Bonus.
- If the Sponsor started with at least a FastStart Pack themselves, they will receive the Special FastStart Bonuses for the first 90 days they are with the Company.

FastStart Bonuses

The FastStart Bonuses are paid on the number of new FastStart and Super FastStart orders placed in a calendar month.

Sponsor on BP	Available	1st FS or SFS	2nd FS or SFS	3rd FS or SFS	4th FS or SFS	5th FS or SFS	6th FS or SFS
Started with a FS or SFS Pack	First 90 days	\$75	\$75	\$220	\$75	\$75	\$220
	After 90 days	\$65	\$65	\$120	\$65	\$65	\$120
Started with less than a FS Pack	Anytime	\$65	\$65	\$120	\$65	\$65	\$120

FastStart Bonuses

Example

You join Miessence on 12th May and place an order of 75 Points. On the 3rd June, you place another order of 330 Points at 30% off.

You are promoted to Senior Associate on 3rd June. If you are your Sponsor's first FastStart for the month, your Sponsor receives a FastStart Bonus of \$75 for June if he/she is on BP and they joined within 90 days prior to the 3rd June. If they joined more than 90 days prior, the FastStart Bonus would be \$65.

Comparison

Type of new person sponsored	Order Value RRP no taxes	Discount	Spend	Bonus	Bonus as a % of Spend
Customer	\$200	20%	\$160	CB - \$11.20 S - \$16.30 Total - \$27.50	17%
FastStart Rep	\$433	30%	\$303	FS - \$65.00 S - \$35.00 Total - \$100.00	33%
Super FastStart Rep	\$865	40%	\$519	FS - \$65.00 S - \$73.50 Total - \$138.50	27%

Sponsor Bonuses

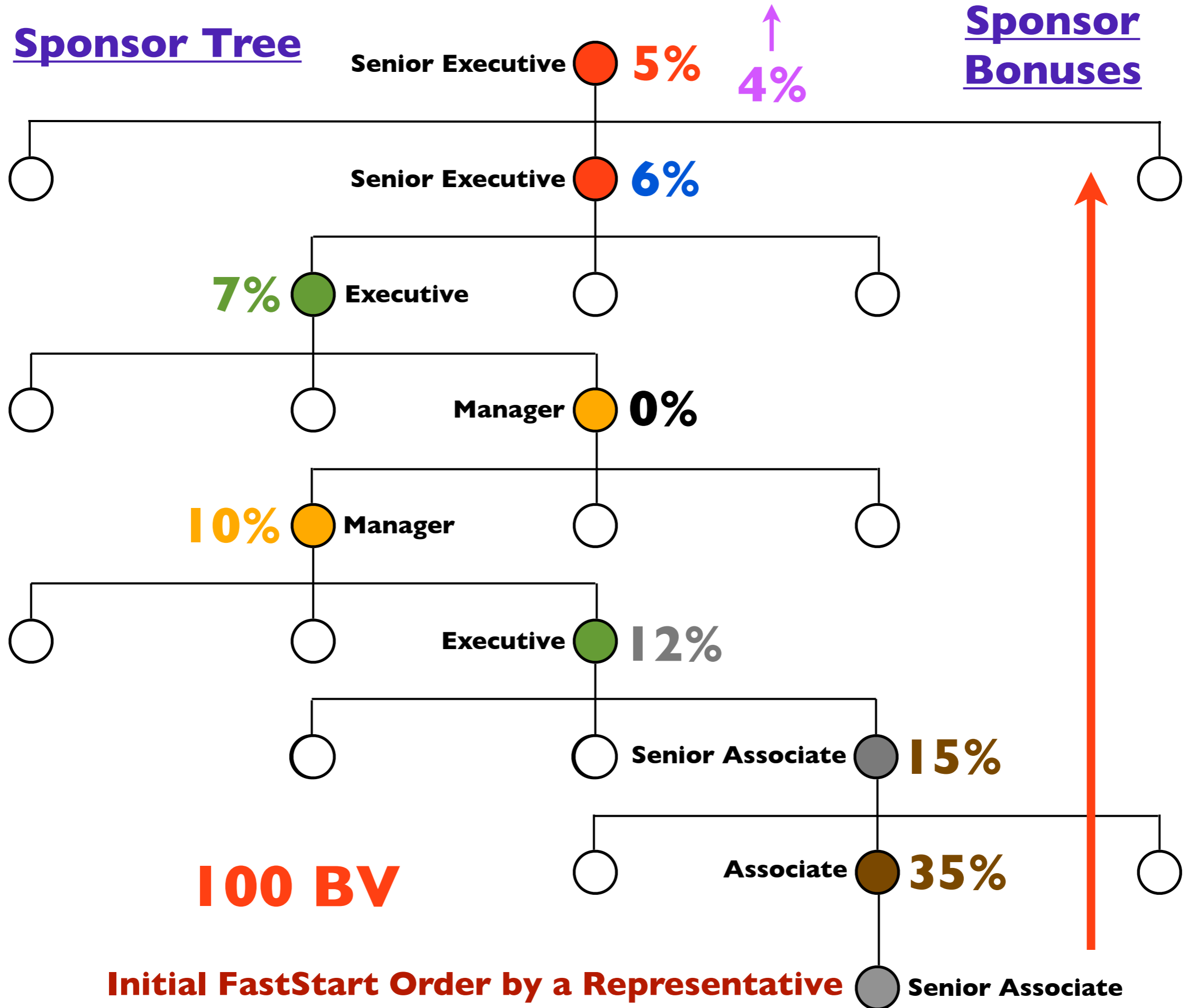
Sponsor Bonuses are paid **upline** to ACTIVE Representatives from where the order is placed through 8 compressed levels

Bonus Recipient	Bonus
Ambassador	4%
Senior Executive or above	5%
Managing Executive or above	6%
Executive or above	7%
Manager or above	10%
Senior Associate or above	12%
Associate or above	15%
Sponsor	35%
Order Placer	




Sponsor Tree

Sponsor Bonuses



Retirement Bonuses

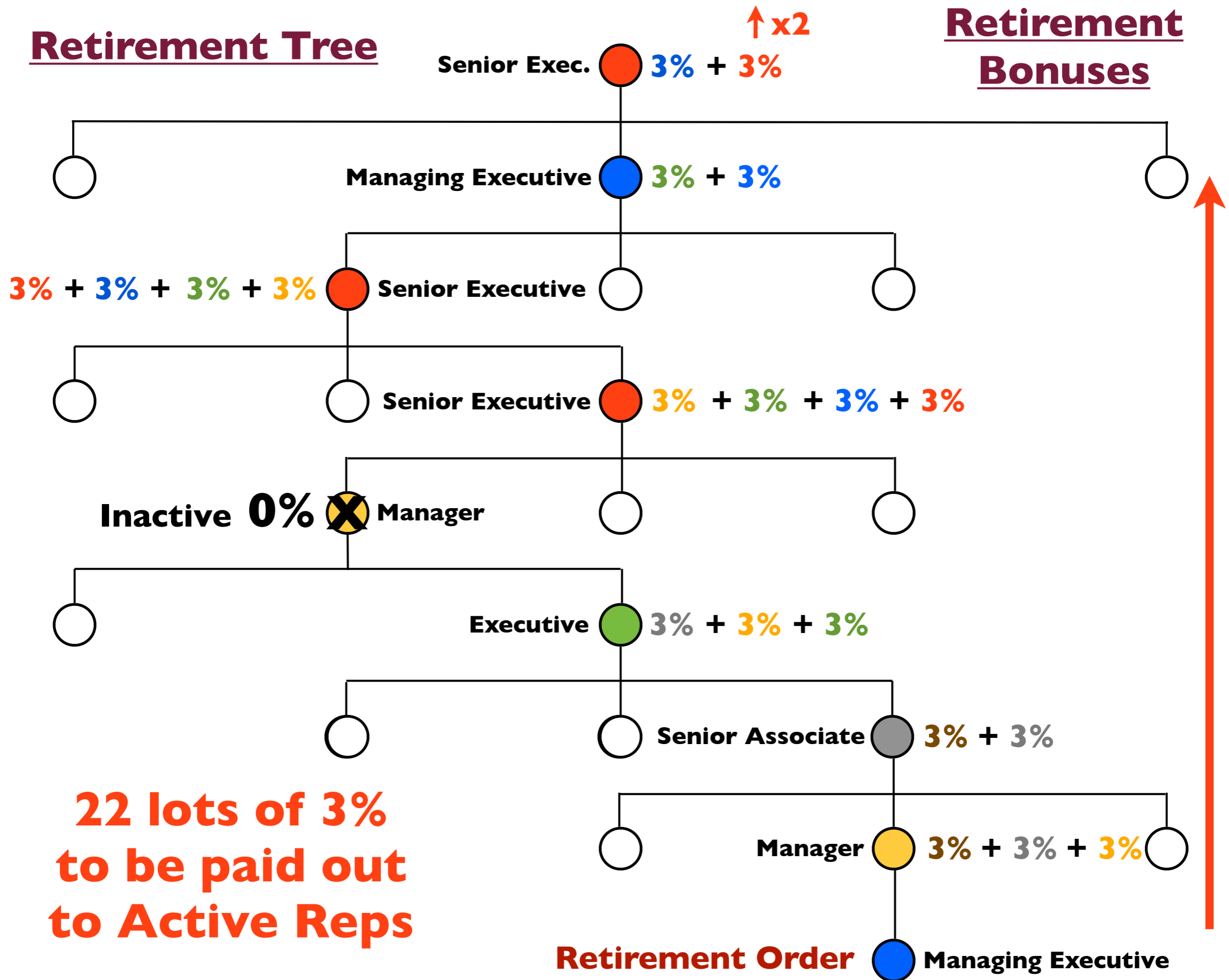
Associate or above	Senior Associate or above	Manager or above	Executive or above	Managing Executive or above	Senior Executive or above
					3%
		3%	3%	3%	3%
	3%	3%	3%	3%	3%
3%	3%	3%	3%	3%	3%
3%	3%	3%	3%	3%	3%
Order Placer					



22 lots of 3% are paid **upline** through the Retirement Tree according to rank.

Retirement Tree

Retirement Bonuses

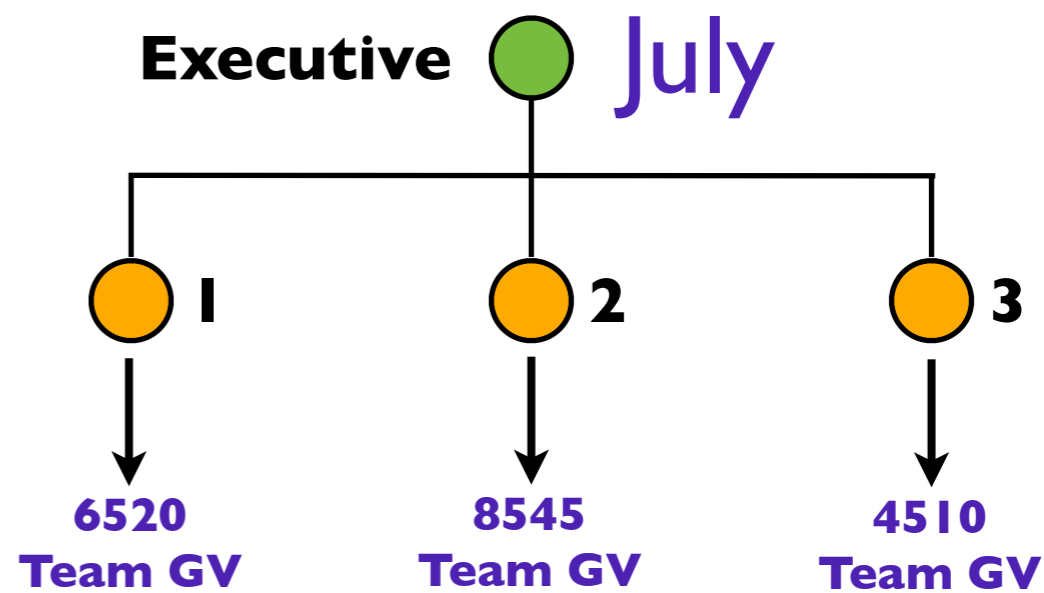
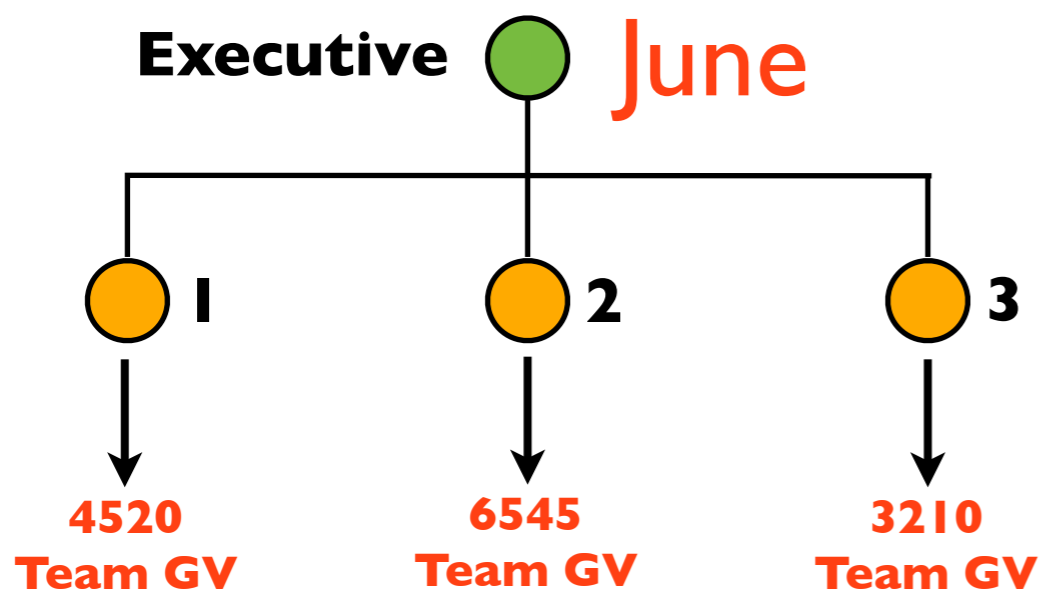


**22 lots of 3%
to be paid out
to Active Reps**

Achiever Bonus

- Achiever Bonuses are paid to Representatives as they progress through the ranks from Manager to Ambassador.
- The Bonus is paid when at least 3 Teams achieve the target Team GV.
- The Achiever Bonus is paid only **ONCE** at each level.

Rank	Minimum Team GV	Target Team GV	Achiever Bonus
Manager	800	1,400	\$250
Executive	2,000	3,000	\$350
		4,000	\$350
Managing Executive	5,000	8,000	\$500
		10,000	\$500
Senior Executive	12,000	18,000	\$1,000
		24,000	\$1,000
Ambassador	30,000		



Loyalty Bonus

- ANY Representative regardless of rank, on a minimum 75 Point BP, is eligible to receive the Loyalty Bonus
- They will receive \$75 in Australia, NZ, USA, Canada, UK and other countries or \$110 in Japan, if they have **3** personally sponsored Representatives on at least a 75 Point BP.
- **To count for the Loyalty Bonus, a Representative must be registered for BP for the entire month.**

Loyalty Pool

- Once a Representative has qualified for the Loyalty Bonus, they are also eligible for shares in the Loyalty Pool.
- They will receive 1 share of the Pool for every 3 personally sponsored Representatives they have on at least a 75 Point BP not counting the 3 for Loyalty Bonus qualification.
- There is no limit to the number of shares.
- To count for the Loyalty Pool, a Representative must be registered for BP for the entire month.

Executive Pool

- 4% of Retirement BV is shared by Active Executives.

Leader's Pools

- 9% of Retirement Volume is paid into 2 Leader's Pools.
 - Active Managing Executives, Senior Executives and Ambassadors will share 5%.
 - Active Senior Executives and Ambassadors will share 4%.

Hawaiian Getaway

Join us in September 2012 for 5 days on the island of Oahu.



Getaway Requirements

Rank	Consecutive Months Active	Personally Sponsored FastStarts 1 Jul 2011 - 31 Jul 2012	# of Personally Sponsored Reps on BP May, Jun & Jul 2012
Executive	5	12	10
Managing Executive	5	8	10
Senior Executive	5	6	10
Ambassador	5	6	10

Comp Plan Summary

	Associate	Senior Associate	Manager	Executive	Managing Executive	Senior Executive	Ambassador
Personal Volume in Points to earn Bonuses	75	75	75	75	75	75	75
# of Active Personally Sponsored		2	4	8	10	12	14
Min. # of Teams in the Retirement Tree		2	3	3	3	3	3
Min. Team Points in the Retirement Tree		300	800	2,000	5,000	12,000	30,000
# Executive Teams in the Sponsor Tree						2	4

Customer Bonus and Sponsor BV

	Associate	Senior Associate	Manager	Executive	Managing Executive	Senior Executive	Ambassador
Customer Bonus	7%	7%	7%	7%	7%	7%	7%
FastStart Bonuses	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Bonus Recipient	Bonus
Ambassador	4%
Senior Executive or above	5%
Managing Executive or above	6%
Executive or above	7%
Manager or above	10%
Senior Associate or above	12%
Associate or above	15%
Sponsor	35%
Order Placer	



Retirement BV

	Associate	Senior Associate	Manager	Executive	Managing Executive	Senior Executive	Ambassador
Retirement Bonuses						3%	
			3%	3%	3%	3%	
		3%	3%	3%	3%	3%	
	3%	3%	3%	3%	3%	3%	
	3%	3%	3%	3%	3%	3%	
Achiever Bonus			1 x \$250	2 x \$350	2 x \$500	2 x \$1,000	
Loyalty Bonus	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Loyalty Pool	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Executive Pool				Yes			
Leader's Pool					Yes	Yes	Yes
Hawaiian Getaway				Yes	Yes	Yes	Yes

Getting Started

- If you are wanting to build a home-based business, we recommend you start with at least a FastStart Pack.
- With a FastStart Pack, your Joining Fee is halved to \$20, you receive 30% discount on your product which is shipped for FREE. You are also grandfathered to the rank of Senior Associate immediately.
- With a Super FastStart Pack, your Joining Fee is FREE, you receive 40% discount on your product which is shipped for FREE. You are also grandfathered to the rank of Senior Associate immediately.

Your First Month

Date	For	Expense	Bonuses
10 Oct	Pay Joining Fee	\$20.00	
10 Oct	Order a FastStart Pack	\$303.00	
10 Oct	Shipping	\$0.00	
16 Oct	Sponsor a FastStart (100 BV)		\$110.00
23 Oct	Sponsor a FastStart (100 BV)		\$110.00
29 Oct	Sponsor a FastStart (100 BV)		\$255.00
30 Oct	Total	\$323.00	\$475.00

The \$110.00 is made up of the \$35.00 Sponsor Bonus + \$75.00 FastStart Bonus.

The \$255.00 is made up of the \$35.00 Sponsor Bonus + \$220.00 FastStart Bonus for sponsoring a third FS Representative in the same month.