



At Ceregenex DTC, we believe that our Representatives deserve a compensation plan that is as advanced as our breakthrough products.

The **Ceregenex** Compensation Plan is one of the most lucrative and aggressive plans in network marketing, offering up to 12 streams of revenue. More importantly, it enables you to make money quickly.

Our plan rewards you for building two sales teams, which include your direct retail customers as well as the Representatives that you enroll into your business (your “downline”), who want to build their own sales teams. As your teams grow, so does your income.

You earn revenue from direct retail sales along with commissions and bonuses based on the Business Volume (BV) your sales teams generate. Our generous plan pays out over 55% of the company volume generated. We have 13 four-week pay periods throughout the year, so you can quickly reap the rewards of your efforts.

1. Direct to Consumer Sales
2. Affiliate / Retail Order Bonus
3. Quick Start Bonus
4. Quick Start Match
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6. Team Commissions
7. Matching Bonus
8. Initial Order Bonus Pool
9. Leadership Bonus
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12. Rank Advancement Bonuses



Product Discount

When you become a Ceregenex Representative, you should set up your monthly AutoShip order for at least 60 BV or more. Although it is not mandatory, you need to be on AutoShip if you want to maximize your earning potential within the Compensation Plan. In addition to the income benefits, you'll never run out of product, you'll stay active and qualified and you can actually receive more products for the same price as a manual order.

Aside from the income you can start earning right away, you can also immediately save money by referring new customers or representatives. When you refer at least 2 new customers or representatives during your first 28 days or 4 new customers or representatives in any time frame, you'll qualify for a discount and start receiving your Ceregenex products at a 20% discount. Each of these two or four personally-enrolled new people have to make a minimum order of 60 BV just once and you will receive your product discount for as long as you stay with Ceregenex DTC. And remember, if you refer 2 in your first 28 days, you'll get your 20% product discount even faster.

The following pages outline the 12 revenue streams, plus the Lifestyle Bonuses that the Ceregenex Compensation Plan offers you.



Direct to Consumer Sales

1 Direct to Consumer Sales

You can earn income by purchasing products from **Ceregenex DTC** at wholesale prices and then selling them for a profit at retail prices.

We also make it easy for you to directly enroll Customers online, where they have the opportunity to purchase directly from the company. You will receive a profit of the difference between the retail and wholesale price in your next check, usually 20%.

You can also take advantage of bulk order pricing to receive an even greater retail profit.



Affiliate / Retail Order Bonus

2 Affiliate / Retail Order Bonus

Active **Ceregenex DTC** Representatives qualified with at least 30 BV in a 4-week pay period can earn money every week with the Affiliate/Retail Order Bonus. There are two ways to earn this bonus.

#1) Whenever you personally enroll someone who purchases one of the Initial Order Packs, you will earn a 20% bonus on their first order. See the chart below.

Initial Order Retail Pack	Retail Price	20 % Order Bonus
AIO Single Bottle	\$49.95	\$10
Wellness or Duo Pack	\$99.95	\$20
AIO Family Wellness Pack*	\$299.95	\$60
AIO Business Builder Pack**	\$499.95	\$100
AIO / Activar Business Builder Combo Pack***	\$699.95	\$140
Activar Skin Renewal System	\$179.95	\$36
Activar Intensive Day & Night Repair	\$119.90	\$24
Activar Intensive Day & Eye Repair	\$139.90	\$28
Activar Intensive Night & Eye Repair	\$139.90	\$28

#2) Every time one of your personally enrolled Retail Customers or Affiliates [re-orders](#) Ceregenex products, you will receive a 20% Bonus on their order.

Please note that once a customer or Representative has qualified for their 20% discount by personally enrolling 4 people who place an initial order for 60 BV or more, or 2 within their first 28 days, this Bonus is no longer paid out to their sponsor. If a personally enrolled member never qualifies for the 20% discount, the sponsor will continue to receive the Bonus.

* Grandfathered at the Sales Supervisor level for 60 days; must maintain active status qualification requirements.

** Grandfathered at the Sales Manager level for 90 days; must maintain active status qualification requirements.

*** Grandfathered at the Area Manager level for 90 days; must maintain active status qualification requirements.



Quick Start Bonus

3 Quick Start Bonus

This bonus rewards new Representatives who get their business off to a fast start in their first 28 days. The Quick Start Bonus is paid on the highest rank that you achieve during your first 28 days. It is paid in addition to all of the other bonuses and commissions paid out through the **Ceregenex DTC** Compensation Plan.

<u>Rank Achieved</u>	<u>Bonus Paid*</u>
Sales Manager	\$70
Area Manager	\$280
Sales Director	\$720
National Sales Director	\$2100

These Quick Start Bonuses are cumulative within the first 28 days, so regardless of whether you hit each rank or skip all the way up, the dollar amount shown is based on achieving that maximum rank within the first 28 days. Quick Start Bonuses are paid out on the first commission run following the end of the 28 day period.

Executive National Sales Director \$10,000*

For those who are really serious about building their business, you have your first 56 days to reach Executive National Sales Director to receive this Quick Start Bonus of \$10,000.

* You must be on AutoShip to receive the full bonus. If not on AutoShip, the bonus will be 50% less. All qualifications are based on current BV within the pay period.



Quick Start Match

4 Quick Start Match

This bonus rewards you for helping your new Representatives get their business off to a fast start . The Quick Start Match is paid to the first upline Area Manager* in the enroller tree with at least 90 BV in personal volume and is also paid based on the highest rank that the new Representative achieves during their first 28 days.

<u>Rank Achieved by New Representative</u>	<u>Bonus Paid</u>
Sales Manager	\$30
Area Manager	\$120
Sales Director	\$300
National Sales Director	\$900

* The first upline Area Manager (at any time within the applicable pay period) in the enroller tree who has at least 90 BV in personal volume and is on AutoShip is eligible for the full Quick Start Match. If not enrolled on AutoShip, the bonus amount will be 50% less. This bonus is paid out on the first commission run following the end of the new Representative's first 28 days.



Quick Start Maker Bonus

5 Quick Start Maker Bonus

This bonus rewards you for enrolling new members and helping them duplicate.

When you help your new Representatives, in their first 28 days, to enroll one new member on their left team and one new member on their right team, you'll receive a \$20 Quick Start Maker Bonus*

* Each of the new members that your new Representative enrolls must order a minimum Initial Order of 60 BV within 28 days from your personally-enrolled representatives entry date. You must be otherwise qualified and on AutoShip to be eligible to receive this bonus.



Team Commissions

6 Team Commissions

Building a strong foundation of other Representatives in your organization is a fundamental step to creating wealth. Team Commissions are awarded for successfully building and growing this foundation. The Team Commissions in the **Ceregenex DTC** Compensation Plan are based on a Binary, which means that the computer places everyone in one of two legs (left or right).

Your organization is built in two ways, the people that you personally enroll and the people that your sponsor, or anyone else in your upline, enrolls and places in one of your two legs.

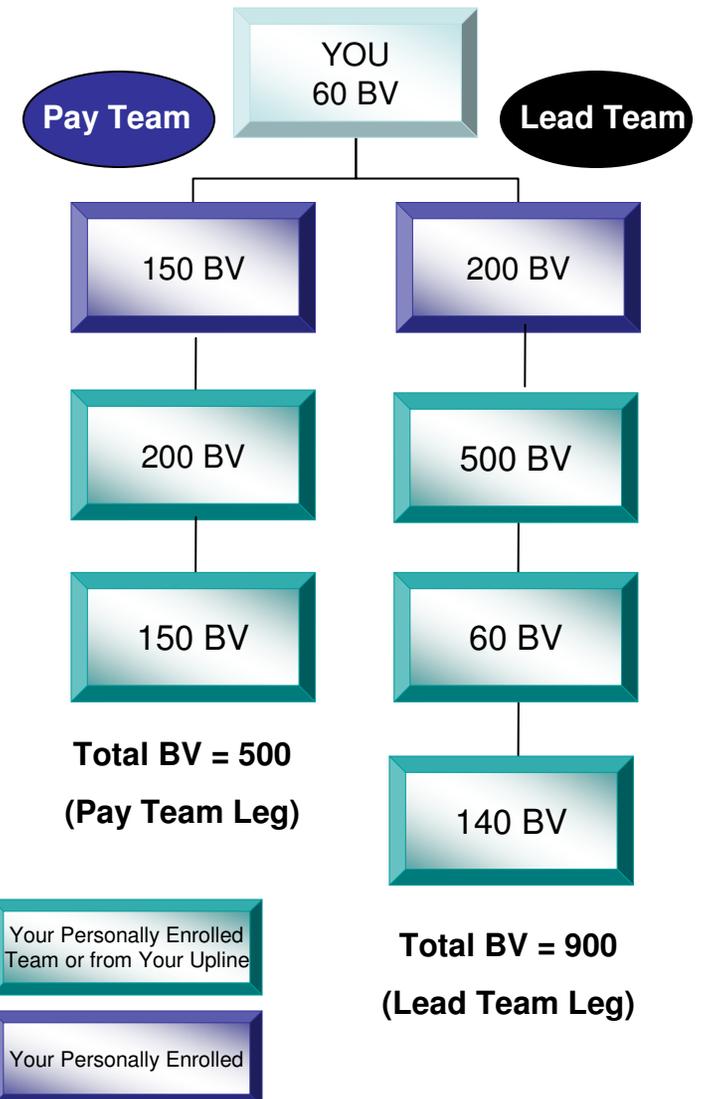
As your group grows, you can earn up to 10%* Team Commissions each week, based on the total volume generated by your smaller leg (the leg/team with the least BV in it), which we'll call your Pay Team Leg. This means that every time a distributor in your Pay Team organization orders products from **Ceregenex DTC**, you are compensated up to 10% of the BV for that product.

In the illustration to the right, you are active and qualified (see Qualifications section for specific requirements). Therefore, you qualify to earn 10% of your Pay Team Leg, which in this example, is \$50 (10% of 500 BV).

For Team Commissions to be paid, you must be at least a Sales Affiliate and there must be a minimum of 300 accumulated BV on the Pay Team Leg. BV is held and rolls over to the next week until it reaches 300 BV or more on the Pay Team Leg and is then paid out. Team Commissions are limited to \$12,500 per week per business center.

You can also earn commissions on your larger leg as well, which we'll call your Lead Team Leg, since it's ahead of the other smaller leg. See Leadership Bonus (#9) for more details.

*Equates to earning 5% of the equal amount of volume from both sides.

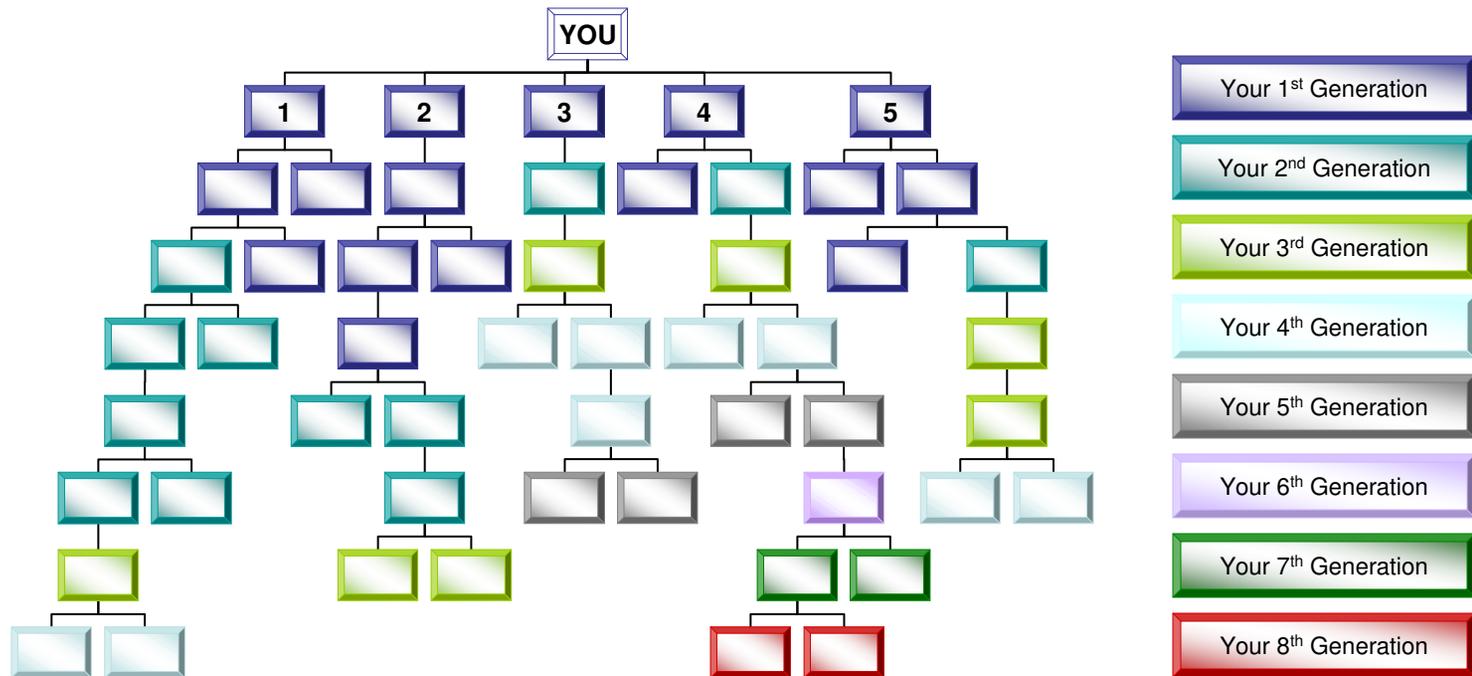




Matching Bonus

7 Matching Bonus

Generational Matching Bonuses offer even greater rewards because the **Ceregenex DTC** plan pays up to 97% in Matching Bonuses through 8 Generations. This part of the compensation plan is based on your Enrollment Tree and allows you to earn a Matching Bonus on the Team Commissions (described in #6) paid to your personally enrolled Representatives and their personally enrolled Representatives and so on through 8 Generations, no matter where they are placed in your organization. There is no limit to how many people you can personally enroll. A Generation includes everyone in your enrollment tree down through and including the next active Sales Manager or above, which then begins your next Generation. See the diagram below.





Initial Order Bonus Pool

8 Initial Order Bonus Pool (IOBP)

Ceregenex DTC pays out a percentage of company-wide volume to Representatives who qualify for the Initial Order Bonus Pool or IOBP. You earn points by personally enrolling new members, whether customers or representatives, who purchase products.

Each time you sell a Retail Initial Order Pack to a new Representative you earn points. Points are given on first time Initial Order Packs only.

An Initial Order from 60 to 179 BV earns 1 point.

An Initial Order from 180 to 299 BV earns 1.5 points.

An Initial Order of 300 BV or more earns 2 points.

For every 5 points you accumulate in a four week pay period, you earn one share in the pool. There is no limit to the number of shares you can earn in a four week pay period. Everyone who is an active and qualified Sales Affiliate and above can participate.

This Bonus is paid at the end of each four week pay period. New Representatives (who did not have the full 4-week period to accumulate 5 points) can carry their points from their first enrollment period over to their second 4-week pay period and count them towards the Initial Order Bonus Pool in that period, assuming they did not qualify for the pool in their first period.



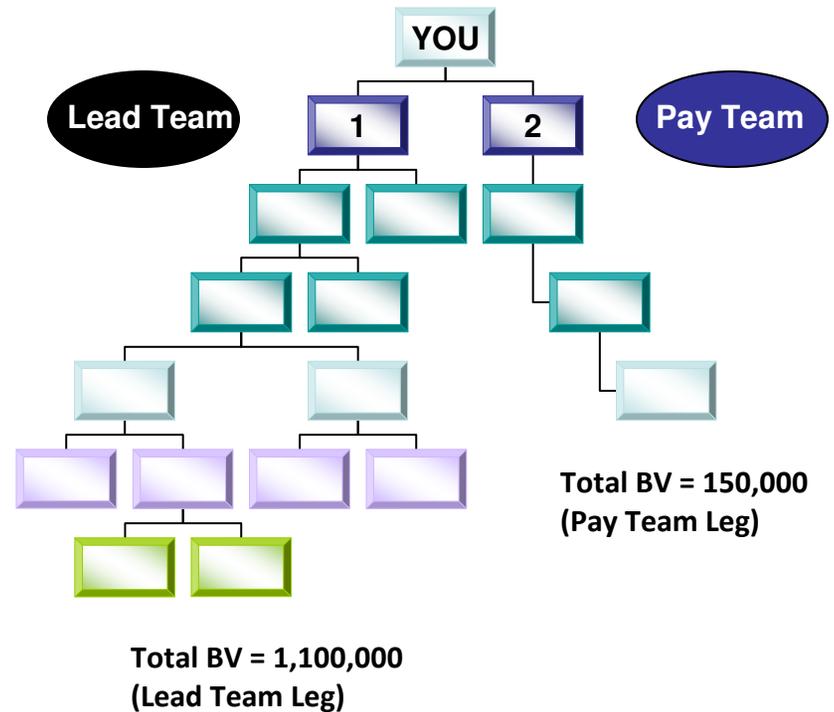
Leadership Bonus

9 Leadership Bonus

Once you reach the rank of Sales Director, you can begin earning Leadership Bonuses on your Lead Team Leg (the side with the higher group volume or BV). To qualify for the Leadership Bonus, you must be an active and qualified Sales Director or above.

This bonus can result in significant residual income. All Leadership Bonuses are paid on Lead Team Leg BV. There is a capped limit as shown in the chart below. The limit represents the maximum Lead Team BV that you can earn with a Leadership Bonus. Any additional Lead Team BV will then be carried forward and “banked” (see Qualifications & Terminology for a more in depth explanation of this term).

In the example to the right, if you are a qualified and active Global Sales Director and your Lead Team Leg is 1,100,000 BV and your Pay Team Leg is 150,000 BV in a 4-week pay period, you would be eligible for a Leadership Bonus of \$27,000 (3% of 900,000 BV, which is 6x your pay team leg). In this same example, if your Lead Team Leg were 800,000 BV, you would be eligible to earn 3% of 800,000, which would be a Leadership Bonus of \$24,000.



Sales Director	National Sales Director	Executive Sales Director	International Sales Director	Global Sales Director
1% Lead Team Leg Up to 2x Pay Team Leg	1.5% Lead Team Leg Up to 3x Pay Team Leg	2% Lead Team Leg Up to 4x Pay Team Leg	2.5% Lead Team Leg Up to 5x Pay Team Leg	3% Lead Team Leg Up to 6x Pay Team Leg



Company Pools

10 Area Manager Pool

This bonus pool is designed to help you “transition” into the upper levels as you move up in rank through the **Ceregenex DTC** Compensation Plan.

You will receive a percentage of company-wide BV shared with all Representatives who attain Area Manager* during a four-week pay period. You earn one share for every week that you achieve Area Manager, so you can earn up to 4 shares if you qualify all four weeks.

* The Area Manager Pool is paid out at the end of each fourth week in the pay period and is exclusively for Area Managers and not ranks above Area Manager. Only Area Managers who have earned \$2000 or less (excluding Affiliate Order Bonuses and Retail Commissions) in the previous four-week pay period are eligible.

11 Sales Director Pool

Just like the Area Manager Pool, this bonus pool is also designed to help you “transition” into the upper levels as you move up in rank through the **Ceregenex DTC** Compensation Plan.

You will receive a percentage of company-wide BV shared with all Sales Directors* during a four-week pay period. You earn one share for every week that you achieve Sales Director, so you can earn up to 4 shares if you qualify all four weeks.

* The Sales Director Pool is paid out at the end of each four week pay period. It is exclusively for Sales Directors and not ranks above Sales Director. Only Sales Directors who have earned \$4000 or less (excluding Affiliate Order Bonuses and Retail Commissions) in the previous four-week pay period are eligible.



Rank Advancement Bonus

12 Rank Advancement Bonus

Ceregenex DTC pays Rank Advancement Bonuses when you first achieve certain ranks within the compensation plan. These are separate from and in addition to the Quick Start Bonuses.

<u>Rank Achieved</u>	<u>Bonus Paid*</u>
Sales Manager*	\$100
National Sales Director*	\$1000
Executive Sales Director	\$3000
International Sales Director	\$6000
Global Sales Director	\$15000

* Must achieve this rank for 4 consecutive weeks, regardless of pay period.



Lifestyle Bonus

Lifestyle Bonuses

Once you reach the top levels of our Compensation Plan, congratulate yourself for your efforts. We'll reward you by providing you with a Lifestyle Bonus, over and above everything else you've seen in the **Ceregenex DTC** Compensation Plan.

Achieve Executive Sales Director for two consecutive pay periods and you're eligible for a \$500 Lifestyle Bonus. Keep achieving Executive Sales Director and you'll stay eligible for the Lifestyle Bonus every 4 weeks.**

Achieve International Sales Director for two consecutive pay periods and you're eligible for a \$1000 Lifestyle Bonus. Keep achieving International Sales Director and you'll stay eligible for the Lifestyle Bonus every 4 weeks.**

Achieve Global Sales Director for two consecutive pay periods and you're eligible for a \$1500 Lifestyle Bonus. Keep achieving Global Sales Director and you'll stay eligible for the Lifestyle Bonus every 4 weeks.**

* Ceregenex DTC reserves the right to require that Lifestyle Bonuses be used for specific lifestyle items, like an automobile or vacation.

** You must achieve the appropriate rank to continue to receive a Lifestyle Bonus at least once every three pay periods. Failure to do so will require a new qualification of two consecutive pay periods.



terminology & definitions

Enroller/Sponsor

Person registering or enrolling new Associates into the company.

Group Volume (GV)

Volume generated by both your personally enrolled Associates, their teams and Associates personally enrolled by your upline and placed in your organization and their teams.

Enrollment Tree

All personally enrolled Representatives are on the first level in an Associate's enrollment tree, no matter which side of the binary structure they are placed. Their personally enrolled Representatives are on the second level in the enrollment tree, and so on.

Enrollment Tree Volume (ETV)

Volume generated by your enrollment tree, which are your personally enrolled Representatives and their personally enrolled Representatives and so on.

Bonus Volume (BV)

Each product has a Bonus Volume or BV point assigned to it. This BV is what you are paid commissions and bonuses on.

Personal Volume

Volume that an Representative must generate in a 4-week pay period. If an Representative does not generate the required volume for that rank, all of their accrued volume from both their Pay Team and Lead Team will flush. Any BV that a Distributor personally produces over 120 will automatically go into their Pay Team Leg (lesser leg).

Pay Team Leg

The smaller/lesser side of an Representative's accumulated Sales Team volume.

Lead Team Leg

The larger/greater side of an Representative's accumulated Sales Team volume.

Pay Team Volume Minimum

Pay Team volume begins at 300 BV on the lesser leg in a given week. For Team Sales Commissions to be paid, there must be a minimum of 300 accumulated BV on the Pay Team Leg. Any unpaid volume rolls over to the following week until it reaches 300 BV or more on the Pay Team Leg.

All commissions, bonuses and rewards are based on product sales and turnover only. Distributors must retain their active status and proper qualifications to receive weekly and/or monthly commissions. All examples and references to commissions, implied or stated throughout this document, are for demonstration purposes only and do not represent the specific earnings of any one individual. Ceregenex DTC does not guarantee any level of income to any distributor.



terminology & definitions

Active

A Ceregenex DTC Representative must maintain the minimum volume requirements in a weekly or a 4-week pay period, as specified, to receive commissions and bonuses each week. Any new distributors are automatically qualified for the week they join and any remaining weeks of that pay period in which they joined.

If qualified in the previous pay period, Representatives on AutoShip are considered active and qualified throughout the entire 4 weeks of that pay period, no matter when their AutoShip is scheduled. Representative not on AutoShip must place an order in the 1st week of that pay period in order to be considered active and qualified for that week. Placing an order in the 1st week qualifies them for the remaining 3 weeks of the pay period. Representatives not on AutoShip are not considered active or qualified until they place their order. For example, if a Representative places an order in the 2nd week of the pay period, they are only considered active and qualified for the 2nd week and the 2 remaining weeks of that pay period.

See the Ranks and Qualifications section for specific requirements.

Qualified

While “Active” keeps you eligible for commissions and bonuses; “Qualified” determines which commissions and bonuses you will receive. The qualifications vary according to your rank; see the chart in the Ranks and Qualifications section for all rank qualifications and requirements.

Qualifying Manager

Ranks requiring Enrollment Tree Manager qualifications (Area Manager and above), are determined by the number of Managers in the given Enroller Tree. A Manager qualifies the first eligible Representative’s rank above them only. For example, A sponsors B who sponsors C. If C is a Manager qualifying B for Area Manager and B in turn would count as a Manager qualification for A, however C would not count a 2nd time as a Manager qualification for A.

AutoShip

A convenient and easy way to ensure that you receive your product every single month. By signing up for Autoship, you’ll receive your product and your credit card on file will be charged automatically on a rolling 4-week schedule. This ensures that Representatives do not run out of product and that they are always qualified for commissions and bonuses for which they are eligible.



terminology & definitions

Pay Period

Each Company pay period consists of 4-weeks. There are 13 Pay Periods in one year. The commission week ends on Friday at Midnight Pacific Time and the new week begins on Saturday at 12:01 am Pacific Time.

Commission Minimum

Commissions are paid on a minimum of \$20 or more. Anything less than that will be held and carried over until greater than \$20 and a commission payment will be issued.

Personally Enrolled/Sponsored

Any distributor directly sponsored or enrolled by you, regardless of where they are placed in one of your two legs (left side or right side).

Banked Volume

In any given month that you are active, there may be BV (volume) that you are not paid on. This BV is then "banked" for you and carried over. It may then be used in calculating greater or lesser leg BV Bonuses in a later month.

Affiliate

Affiliates are **Ceregenex DTC** distributors. They can buy products directly from **Ceregenex DTC** and start enjoying all the benefits of the Compensation Plan immediately. Affiliates are required to provide a valid Social Security Number and birth date of the primary applicant due to "Know Your Customer" Provisions of the U.S. Patriot Act.

Customer

Able to buy products directly from **Ceregenex DTC**. Customers do not participate in the Compensation Plan; however, they will be assigned a position in the Team Placement Tree and may upgrade to Affiliate (Distributor) status at any time, by clicking on the link "Become an Associate" in their Back Office. Customers do not need to provide a Social Security Number or birth date when they join, however they will need to provide this information should they choose to become a Preferred Customer (Distributor) due to "Know Your Customer" Provisions of the U.S. Patriot Act.

Generation

A compressed level upon which commissions based on volume generated are paid. A Generation includes everyone in your enrollment tree down through and including the next active Supervisor or above, which then begins your next Generation.

All commissions, bonuses and rewards are based on product sales and turnover only. Representatives must retain their active status and proper qualifications to receive weekly and monthly commissions. All examples and references to commissions, implied or stated throughout this document, are for demonstration purposes only and do not represent the specific earnings of any one individual. Ceregenex DTC does not guarantee any level of income to any distributor.



terminology & definitions

Binary Cap

The Binary Components of our Compensation Plan are based on an unlimited number of levels, so we limit the maximum payout of all bonuses or commissions that are based on binary BV to 55%.

49% is attributed to Team Commissions and Matching Bonuses, with the Team Commissions receiving priority. 3% is attributed to the Leadership Bonuses and 3% is attributed to the various pools.

If a payout in any given category is going to exceed the cap, the dollar amounts of the bonuses in that category will be adjusted on a proportional basis.



ranks and qualifications

Rank	Affiliate	Sales Affiliate	Sales Supervisor	Area Supervisor	Sales Manager	Area Manager	Sales Director	National Sales Director	Exec Sales Director	International Sales Director	Global Sales Director
Personal Volume In a 4-week pay period	30 BV	60 BV	60 BV	60 BV	60 BV	60 BV	90 BV	120 BV	120 BV	120 BV	120 BV
Personally Enrolled Active Reps		1 Left 1 Right	2 Left 2 Right	2 Left 2 Right	2 Left 2 Right	3 Left 3 Right	3 Left 3 Right	3 Left 3 Right	3 Left 3 Right	3 Left 3 Right	3 Left 3 Right
Weekly Volume Requirement				150 BV on Pay Team Leg	300 BV on Pay Team Leg	900 BV on Pay Team Leg 1 Manager [♦] in Enroller Tree Leg	2,000 BV on Pay Team Leg 2 Managers [♦] in Enroller Tree Leg (1 Left, 1 Right)	4,000 BV on Pay Team Leg 4 Managers [♦] in Enroller Tree Leg (1 Left, 1 Right)	5,000 BV on Pay Team Leg 60,000 ETV* in a 4-week pay period 5 Managers [♦] in Enroller Tree Leg (1 Left, 1 Right)	10,000 BV on Pay Team Leg 120,000 ETV** in a 4-week pay period 6 Managers [♦] in Enroller Tree Leg (2 Left, 2 Right)	15,000 BV on Pay Team Leg 300,000 ETV*** in a 4-week pay period 8 Managers [♦] in Enroller Tree Leg (2 Left, 2 Right)
Total Weekly Earning Potential		\$250	\$500	\$750	\$1,500	\$3,000	\$5,000	\$10,000	\$12,500	Unlimited****	Unlimited****

A Sales Manager qualifies only the first eligible Affiliate's rank above them. A "grandfathered" Sales Supervisor, Sales Manager or Area Manager who qualified with an applicable product pack, will only count in the first current pay period for the purposes of qualifying an upline. *ETV = Enrollment Tree Volume, with no more than 24,000 BV coming from any one enrollment leg.

**ETV = Enrollment Tree Volume, with no more than 40,000 BV coming from any one enrollment leg.

***ETV = Enrollment Tree Volume, with no more than 75,000 BV coming from any one enrollment leg.

****The maximum Team Commission that can be earned in any one week is \$12,500.00.

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