

SEPTEMBER  
2017



purium



**WELCOME TO THE FUTURE**

INTRODUCING OUR NEW DYNAMIC BUSINESS MODEL

# PURIUM LOYAL CUSTOMERS

WELCOME TO THE FUTURE

## NO MEMBERSHIP - NO AUTOSHIP - BEST PRICES - NO PROBLEM!

**Now in the new system, every loyal customer gets our best prices, no membership required**

Customers save \$50 on their first orders and up to 25% off on any future orders, so customers pay the same price as Brand Partners. And like we said, no membership required!

## HOW IS THIS BETTER?

**Our best prices are for consistent ordering now, not Autoship**

The bottom line, Customers don't like to be told what to do, especially before they have tried a product.

No more pressure. To save 25%, simply order consistently. Loyal Customers save 15% if they don't purchase within 30 days. Our Smart Order system is retention without strain! (New Loyal Customer Points Program coming in January) **No more Autoship!**

## EASY TO ORDER

**Shopify e-commerce system built for every size screen**

A newly designed, fully-upgraded and retail-focused site. No network marketing lingo or pricing. Intuitive and simple shopping, ordering, enrolling and upgrading on all browsers and screen sizes!

## WE DO THE FOLLOW-UP

**The email marketing system does the follow-up for you**

Follow-up emails help keep your Customers engaged, educated and ordering. Just hand out a Gift Card and let the site and the system create the volume!



*"We want to empower you to do what you do best - sharing the gift of good health! We've removed the barriers for enrolling, engaging and retaining Customers. Just give your friends \$50 Gift Cards and let our marketing do the rest. No selling. Just sharing. The Million Mom Movement is not a marketing slogan, it's a mission. In the next few years we will be on our way to a million families eating cleaner because of our simpler business model and YOUR passion and sharing efforts!"*

**- Amy Venner-Hamdi, Co-founder & President**

# PURIUM BRAND PARTNERS

WELCOME TO THE FUTURE

## NO SELLING

**People don't like to sell, but they do like to share**

Our \$50 Gift Card Program has created BUZZ throughout the industry. Now Gift Cards are only used for new Customers, so business enrollments are "unlimited!"

## BIG MONEY FOR CUSTOMER ORDERS

**Our innovative Customer Clubs make it lucrative to build a Consumer Franchise**

Earn 20% on the purchase price of all Customer orders PLUS \$50 for every \$1000. This means you earn a total of \$250 for every \$1000 in Customer purchases. The 1K Club, 2K Club, 3K Club will receive special recognition too!

## EASY TO ENROLL & UPGRADE

**Fewer choices, more value – everything just got MUCH easier**

The new Builder Pack and Launch Pack are less expensive than previous Enrollment Packs. They include 1 year of DREAMS Technology plus European Gift Cards, so no "extra" purchases. Separating product purchases from the Enrollment process, means fewer choices and more flexibility to bundle membership, Gift Cards and DREAMS Technology! There are extra Compensation Plan benefits when you purchase larger packs as well!

## BIG MONEY FOR ENROLLING & ADVANCING PARTNERS

**Our Generational Coded Bonuses will rock the industry**

### Builder Pack - \$299 / 250 QV

Seller:	\$75	Earn up to
Executive:	\$25	\$100
Diamond:	\$25	\$125
Blue Diam:	\$25	\$150
Crown:	\$25	\$175

### Launch Pack - \$499 / 500 QV

Seller:	\$100	Earn up to
Executive:	\$50	\$150
Diamond:	\$50	\$200
Blue Diam:	\$50	\$250
Crown:	\$50	\$300

PLUS, no time frames on our new \$200 Director Achievement + Match and \$500 Executive Achievement + Match



*"We've left all of the good stuff in place – mission, products and culture – and then upgraded our Customer experience and Brand Partner compensation. Now it's time to unleash the Influencers. Personal trainers, yoga instructors and social media promoters will thrive in our new system! Purium is your vehicle to make money doing what you're already doing every day – making recommendations about healthy eating and sharing on Facebook."*

**- Dave Sandoval, Co-founder & Visionary**

# THE FUTURE BEGINS TODAY!

BUILD MOMENTUM RUNNING INTO SEPTEMBER 1

## THE BIG IDEA

Network marketing grew up in the 1980s and 1990s, when relationships centered around a small group of family, neighbors, and close friends. Communications were often one-on-one and face-to-face. Taking time to explain a business opportunity, wholesale membership and the details of a monthly re-order made sense. Those days are long gone. And they won't be coming back. Today, we all know hundreds (sometimes thousands) of people. Their contact information is just a click away. This means we can connect with a much larger group of people, but we have less time for these interactions. The new Purium business model is the perfect solution. It's so simple.

**No Membership. No AutoShip. No Pressure. No Problem.**

Welcome to the future of Purium.

Welcome to the future of network marketing.

## KEY OPPORTUNITIES BEFORE SEPTEMBER 1

### The "10" People Who Are Following Your Convention Experience

- Introduce them to the Purium community through social media!
- Share your 3 favorite things you saw at Convention

### People Who Tried a Transformation Before or Might Want to Get Fit

- CONTROL Spray (FREE add-on to all 10-Day Transformations through 8/15)
- CHARGE Spray (FREE add-on to all Athlete's Packs through 8/15)

### Moms

- BIOME MEDIC (8/23 Live Streaming Party)
- KIDS PRODUCTS (Back to School)
- CHILL Spray

### Influencers

- Personal Trainers/Yoga Instructors/Gym Owners (CHARGE & EASE Sprays)
- People who are active on social media

### Entrepreneurs and Network Marketers

- Make money from your screen. See Vimeo videos: Business Animation, Business Success
- Current PLC Members will still receive the 30% discount until the end of 2016
- \$200 Achievement/Matching Bonuses for Director and \$500 Achievement/Matching Bonuses for Executive start NOW!

