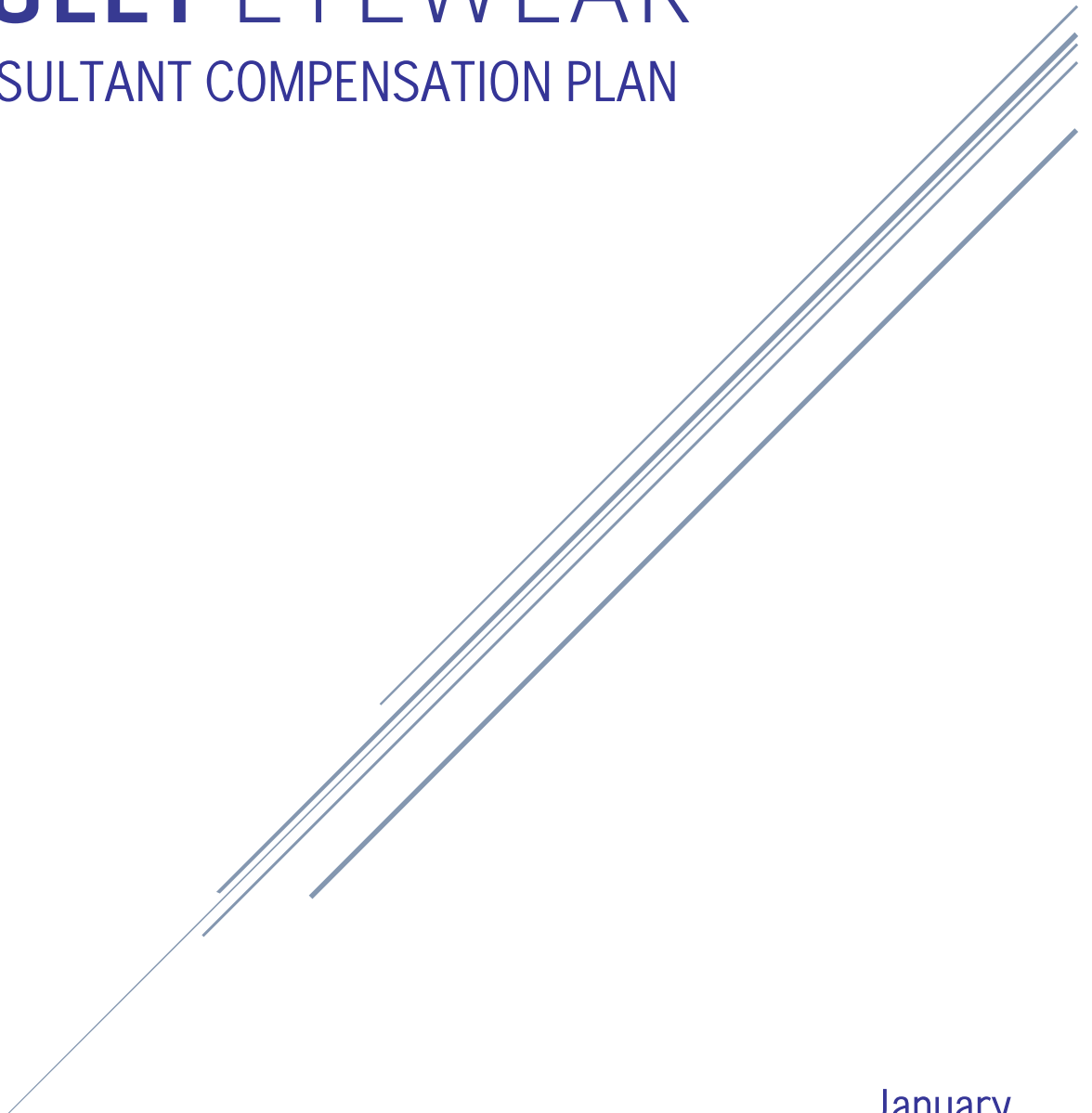




VIOLET EYEWEAR

CONSULTANT COMPENSATION PLAN



January
2020

SUMMARY

The first step for any new Consultants is to complete a Violet Application and purchase a Violet “Ready,” “Set,” or “Go” Kit (don’t worry they are all a good choice). The “Ready” kit contains more than \$250 worth of retail value products and sales materials for just \$99 plus tax and shipping. *No commissions or bonuses of any kind are paid on Starter Kits.*

Violet Eyewear uses “social selling” as its primary marketing method. As a Consultant, you may hold Violet Eyewear Parties in people’s homes or in public or private venues, sell eyewear and accessories to clients and build a fun and exciting business. Finding new clients for Violet Eyewear is the foundation of your ongoing success.

Violet Eyewear’s social selling system also allows you to invite others to be part of your Consultant organization, enhancing your income potential. The people you bring into your business team as Consultants, together with the people they bring, are known as your consultant organization.” Together with generous commission and many bonuses there are many ways for you to make money in this Compensation Plan.

1. Fast Start Frame Product Credit: Violet Eyewear wants to help you get a strong start by offering you special incentives for early achievement. You can earn Fast Start Rewards up to \$900 in Frame Product Credits, in your first 100 days.
2. 25% Personal Sales Commission: You will receive a 25% Personal Sales Commission on your Personal Commissionable Volume (PCV). This will be paid via a cash app deposit until direct deposit is established.
3. Up to 10% Personal Sales Bonus: You can earn up to 10% additional commission, paid monthly, based on your Personal Sales Volume (PSV) for the month. Combined with the 25% Personal Sales Commission, this means you will earn up to 35% on your Commissionable Volume.
4. Fast Start Sponsor Bonus: To reward you for training the new Violets you personally enroll, whenever one of your personally enrolled consultants earns a Fast Start Frame Credit, you as the sponsor will receive a \$50 bonus, when you are Bonus Qualified for the current month. To be bonus qualified you must achieve \$500 in Personal Sales Volume (PSV).
5. Level Bonus: When you personally enroll a new consultant, **they’re on your “Level 1” and you’ll receive a 2% PSV “L1” Bonus on their** Personal Bonus Volume (PBV). When they personally enroll a new consultant, that person becomes your Level 2 and as you advance in rank, you can earn L1, L2, and L3 bonuses, depending on your rank you can earn up to 3%.
6. 2% Team Bonus: When you reach the rank of **Director (D)**, you’ll qualify to receive a 2% bonus on the Team Bonus Volume (TBV) of the members on your team. Your Team consists of you and the people you

directly enroll as Consultants, and the people they enroll as Consultants, and so on. Your Team excludes Consultants with a rank of Director or above and their downlines, in a monthly commission period.

7. Generation Bonuses: As a Director, when someone on your team achieves the rank of Director, their Team Bonus Volume (TBV) comes out of your TBV and becomes part of your 1st Generation. They begin receiving the 2% bonus on their TBV and you start receiving a 2% 1st Generation Bonus. When someone on their team becomes a Director, that person and their entire group becomes your 2nd Generation. You can earn 2 or 3% Generation Bonuses on up to three generations depending on your Rank.

FAST START REWARDS

FAST START PRODUCT CREDIT

The first 100 days of your Violet career is considered your “Fast Start Period.” All the Personal Sales Volume (PSV) you generate during your first 100 days goes toward your Fast Start Personal Sales Volume (FSPSV). Based on your FSPV you earn Fast Start Product Credit as follows:

Table 1: Fast Start Product Credit

NBR	REQUIREMENT	AWARD
1	FSPSV of 1,500 over days 1-40	\$200 in Frame Product Credit*
2	FSPSV of 3,000 over days 1-70	\$300 in Frame Product Credit*
3	FSPSV of 4,500 over days 1-100	\$400 in Frame Product Credit*
4	Each personally enrolled Consultant who I enroll during my first 100 days who earns at least one Fast Start Sponsor Bonus during her Fast Start Period (her first 100 days)	\$200 in Frame Product Credit*

- *Frame Product Credit is product credit that can be spent on frames. Frame product credit will expire in 6 months if not redeemed, so be sure to redeem it.
- You may earn at most one each of (1), (2), and (3). You may earn (2) for example without having earned (1).
- You may earn one of (4) for each personally enrolled Consultant who was enrolled during the first 100 days of your Fast Start Period.

FAST START SPONSOR BONUS

To reward you for training the new Violets you personally enroll, whenever, one of your personally enrolled consultants earns a Fast Start Frame Credit, you as the sponsor will receive a \$50 bonus (when you are Bonus Qualified for the current month). To be bonus qualified you must achieve 500 in Personal Sales Volume (PSV) that month.

Table 2: Fast Start Sponsor Bonus

Paid-As Rank	FSB1	FSB2	FSB3
All Paid-As Ranks	\$50	\$50	\$50

PERSONAL SALES COMMISSIONS AND BONUSES

PERSONAL SALES COMMISSION

The primary joy of the business is selling attractive frames and making new clients happy. When you hold a Violet Party, you share your enthusiasm for the products, take orders to be fulfilled by the Company, book future parties, share the income opportunity, and develop lasting client relationships. These sales to clients generate the revenue from which your commissions and the bonuses earned by your upline for helping you are paid.

As soon as your application has been received **by the Company, you'll be designated as an Independent** Violet Consultant, eligible to earn the 25% Personal Sales Commission (PSC) on all your Personal Commissionable Volume (PCV). Your Personal Sales Commission is paid weekly, and you will continue to earn your PSC while you are active, you do not need to be bonus qualified.

Your Personal Sales Volume (PSV) is composed of the sales volume that's generated from every item you purchase and every item that one of your customers purchases and the sales volume is generally equal to the retail value of the item. When Personal Sales Volume is created, Personal Commissionable Volume (PCV) is also created. For frames and other items, the PCV is the same as the PSV. However, because **lenses don't have the same markup that frames do, the PCV for lenses is equal to 50% of the PSV.**

Table 3: Personal Sales Commission (paid weekly)

RANK	PERSONAL SALES COMMISSION
ALL PAID AS RANKS	25%

PERSONAL SALES BONUS

Listen, if you want to earn more than 25% on your personal sells you can do that. All you need to do is sell \$2000 or more in a month. When you sell over \$2000 in a month you will earn an additional Personal Sales Bonus on top of your 25% Personal Sales Commission. This makes it possible for you to earn up to 35% on your own retail sales (*see Table 4*). Each month begins a new cycle with the potential to earn a Personal Sales Bonus based on your Personal Bonus Volume (PBV) for the month.

Your Personal Sales Bonus (PSB) is earned based on your Personal Bonus Volume (PBV). Your Personal Sales Bonus is paid on the amount in which commission has not already been paid. Your Personal Bonus Volume (PBV) is 75% of your Personal Commissionable Volume (PCV). The amount of your Personal Sales Bonus will be based on your Personal Sales Volume and paid on your Personal Bonus Volume during the commission period, according to the following table:

Table 4: Personal Sales Bonus

PSV	PERSONAL SALES BONUS
0.01-1999.99	0%
\$2000-3499.99	5%
\$3500 +	10%

Examples: In January, Sue’s personal purchases and sales to retail customers together generated 2,600 PSV and 1,800 PBV. Sue earns a Personal Sales Bonus of 5% of 1,800 = \$90.00.

In February, Sue’s personal purchases and sales to retail customers together generated 4,000 PSV and 3,000 PBV. Sue earns a Personal Sales Bonus of 10% of 3,000 = \$300.00.

VIOLETS DON’T GROW ALONE
WORKING WITH OTHERS TO BUILD A TEAM

Why Build a Team?

“Teams are good because the achievements of one person benefit more than one person.”

Selling Violet Eyewear is a lot of fun and a great way to make money, but there are other ways that you can make money also. Did you know that if you build a team, you can earn compensation on the sales volume of **other people? That’s Awesome!** That means that **when you build a team, you’ll have multiple ways of earning money.**

Sponsoring other consultants can be very rewarding. As a sponsor you will assist a new consultant by allowing them to shadow you during your Violet Parties, encouraging them during their Violet training, answering questions, and helping them to book their first 6 Violet Parties. You will be rewarded for your efforts through Fast Start Sponsor Bonuses, Level Bonuses, Team Bonuses, and Generation Bonuses.

In order to receive these bonuses, you must be bonus qualified. **You're bonus qualified (BQ) when you have** Personal Sales Volume (PSV) of \$500 or more in each commission period. When bonus qualified you are eligible to earn upline compensation on the bonus volume of others.

Ranks and Rank Promotions

Every consultant has a rank. Your rank is determined by your achievements as outlined in the compensation plan (see table 5.) Your Lifetime Rank is the highest rank you have ever achieved. This rank is never lowered, even for rank demotions.

While a Consultant may have previously earned a rank, her Paid-As Rank is the highest rank for which a Consultant is qualified in a commission period. The Paid-As Rank may be the same as or lower than the **Consultant's actual rank. All Consultants are paid based on their paid-as rank.**

Rank Maintenance: The standard of performance required for you to **continue being "Paid As" a particular** rank after meeting the initial qualification requirements for that rank. You will meet your Rank maintenance requirements monthly in order to be paid at your current rank. If you do not meet the maintenance during a commission period, you will be paid at the highest rank in which you meet the maintenance requirements.

If a Consultant with a rank of Director or above fails to be paid at her rank level for 6 consecutive months, the **Consultant's** Current Highest Rank will be lowered to that of the highest rank for which the Consultant qualified during the 6-month period. Ranks will be lowered at the end of the commission run of the sixth consecutive commission period. New ranks are effective the first day of the following commission period. Consultants with a rank below Director will never have their Current Highest Rank lowered.

The table below outlines requirements for promotion:

Table 5: Rank and Rank Promotions

Rank	Paid-As Rank	Rank Code	Personal Sales Volume (PSV)	Career PSV	Qualified Legs	Paid-As Bonus Qualified Legs	Team Sales Volume (TSV)	Adjusted Downline Sales Volume (ADSV)**
1	Consultant	C	500 *	-	-	-	-	-
2	Premier Consultant	PC	500	2,000	-	-	-	-
3	Senior Consultant	SC	500	2,000	2	-	2,000	-
4	Master Consultant	MC	500	2,000	4	-	4,000	-
5	Director	D	1,000	2,000	4	-	6,000	-
6	Bronze Director	BD	1,000	2,000	4	2 D	6,000	-
7	Silver Director	SD	1,000	2,000	4	4 D or 2 BD	6,000	35,000
8	Gold Director	GD	1,000	2,000	4	4 BD or 2 SD	6,000	80,000
9	Platinum Director	PD	1,000	2,000	4	4 SD or 2 GD	6,000	180,000
10	Diamond Director	DD	1,000	2,000	4	4 GD or 2 PD	6,000	350,000

*To be Bonus Qualified

**Maximum 50% DSV from any one leg.

- Career Personal Sales Volume: The total Sales Volume (SV) of all products sold by you over your entire tenure as a Violet consultant.
- Qualified Leg: A leg that contains a total Sales Volume (SV) at least \$500. The SV does not need to be generated from one Consultant.
- Paid-As Bonus Qualified Leg: A leg that contains one or more Consultant with the paid-as-rank of that stated or above in the commission period, where the named rank is one of your ranks. For example, a paid-as D leg is a leg that contains a Consultant who is paid as a Director or higher.
- Team Sales Volume (TSV): This is the sum of your Personal Sales Volume (PSV) plus the PSV of all Consultants in your downline, down to but excluding Consultants with a rank of Director or above and their downlines, in a monthly commission period
- Adjusted Downline Sales Volume (ADSV): No more than 50% of the DSV can come from any one leg. The purpose of this rule is to encourage each Consultant to build multiple strong Legs. Any amount greater than 50% of the rank DSV that comes from one Leg of a **Consultant's downline will not be counted toward the total required for promotion or maintenance of that rank.** However, the Consultant will be paid bonuses on all the volume, from whatever source, that the Consultant is

entitled to be paid upon for the Paid Rank for which that Consultant is qualified, AFTER the ADSV is applied, regardless of whether that volume was used to determine the Paid Rank.

Level Bonuses

Leverage Your Earnings with Level Bonuses

The term "Level" is used to describe your relationship to the other Violets based on the placement sponsor relationship. When you sponsor someone, or when you are made the Sponsor of a Consultant, that Consultant is your Level 1. When that person sponsors someone, the new Consultant becomes your Level 2, and so on. All Bonus Qualified Consultants and higher are eligible to receive a Level Bonus on the Personal Sales Volume (PSV) of orders placed within up to 3 levels of their downline. If a Consultant is not Bonus Qualified or is Bonus Qualified but is ineligible for a Team Bonus, the bonus will be retained by the Company. It will not **"roll-up" to the next upline Consultant.**

Table 5: Level Bonuses (paid monthly)

RANK	PAID - AS RANK CODE	L1	L2	L3
1	Consultant	2%	0%	-
2	Premier Consultant	2%	1%	-
3	Senior Consultant	2%	2%	-
4	Master Consultant	3%	2%	2%
5	Director	3%	3%	2%
6	Bronze Director	3%	3%	2%
7	Silver Director	3%	3%	2%
8	Gold Director	3%	3%	2%
9	Platinum Director	3%	3%	2%
10	Diamond Director	3%	3%	2%

DIRECTORS EARN TEAM AND GENERATION BONUSES

Would you like to be a Director? You have the Power!

When you become a Director (D) under this plan, you begin to qualify for Team Bonuses and Generation Bonuses.

Team Bonus

As a Director or above, you qualify to receive a 2% Team Bonus (TB) on the Bonus Volume of your team. You can earn Team Bonuses in addition to Level Bonuses. Your Team Bonus is not paid on volume from the teams of downline Directors and higher; when someone in your downline is a paid-as Director or higher, they have **“broken away” from your team and formed their own team.**

Generation Bonus

A Generation is a team of downline Consultants that begins with a Consultant with a rank of Director or above. It includes the Director or above and all downline Consultants, down to but excluding Consultants with a rank of Director or above and their downline Consultants. As a Director or above, you qualify to receive a 1% or 2% Generation Bonus on the Personal Bonus Volume (PBV) of downline Consultants to Consultants with a paid-as rank of Director or higher.

For example, when your 1st Generation Director has someone in their group who becomes a 1st Generation Director, **that person’s organization will become your 2nd Generation.** If you have qualified for the rank of Silver Director, you will receive a 2% 2nd Generation Bonus on that Director’s TV to **unlimited depth** until reaching another Director or higher rank in a particular leg.

When someone in one of your 2nd Generation groups becomes a Director, **that person’s organization will become your 3rd Generation** and, if you have qualified as a Gold Director. **You’ll receive a 1% 3rd Generation bonus on that Director’s TV to unlimited depth until reaching another** Director or higher rank in that Leg. Generation bonuses are paid to unlimited depth in each generation until another Director or higher rank person is found. This continues down to a maximum of three Generations.

Table 6: Rank Compensation Charts

Rank	Paid-As Rank Code	Personal Sales			Fast Start Sponsor Bonuses			Level Bonuses			Team Bonus
		PSC	PSB1	PSB2	FSB1	FSB2	FSB3	L1	L2	L3	
1	C	25%	5%	10%	\$50	\$50	\$50	2%	0%	0%	-
2	PC	25%	5%	10%	\$50	\$50	\$50	2%	1%	0%	-
3	SC	25%	5%	10%	\$50	\$50	\$50	2%	2%	0%	-
4	MC	25%	5%	10%	\$50	\$50	\$50	3%	2%	2%	-
5	D	25%	5%	10%	\$50	\$50	\$50	3%	3%	2%	2%
6	BD	25%	5%	10%	\$50	\$50	\$50	3%	3%	2%	2%
7	SD	25%	5%	10%	\$50	\$50	\$50	3%	3%	2%	2%
8	GD	25%	5%	10%	\$50	\$50	\$50	3%	3%	2%	2%
9	PD	25%	5%	10%	\$50	\$50	\$50	3%	3%	2%	2%
10	DD	25%	5%	10%	\$50	\$50	\$50	3%	3%	2%	2%

Rank	Paid-As Rank Code	Generation Bonuses		
		G1	G2	G3
1	C	-	-	-
2	PC	-	-	-
3	SC	-	-	-
4	MC	-	-	-
5	D	2%	0%	0%
6	BD	2%	1%	0%
7	SD	2%	2%	0%
8	GD	2%	2%	1%
9	PD	3%	2%	1%
10	DD	3%	2%	2%

GLOSSARY OF TERMS

Account Status: There are multiple account statuses for Consultants:

Active: Be Active by achieving BQ (Personal sales volume of \$500 or more) in at least one of the past 4 months. Once active you are eligible to earn CV on the orders placed by your personally enrolled Consultants.

Suspended: The account is suspended by the home office. When a Violet 's status is suspended, no orders can be placed, the consultant does not have access to her back office, and the consultant web site is not visible. Consultant accounts are suspended for such reasons as payment issues, concerns about compliance with company policies, etc.

Deactivation Pending: When a Violet who has been a Violet for longer than four months fails to achieve \$500 in PSV in the past four months, her account is moved to a status of deactivation pending on the last day of the commission period (month). A warning notice will be sent out and she will need to achieve \$500 in personal sales for the month to remain active or be deactivated.

Deactivated: Violets whose accounts have been closed and lose their downline Consultants, Hosts, and Customers.

Adjusted Downline Sales Volume (ADSV): No more than 50% of the DSV can come from any one leg. The purpose of this rule is to encourage each Consultant to build multiple strong Legs. Any amount greater than **50% of the rank DSV that comes from one Leg of a Consultant's downline will not be counted toward the** total required for promotion or maintenance of that rank. However, the Consultant will be paid bonuses on all the volume, from whatever source, that the Consultant is entitled to be paid upon for the Paid Rank for which that Consultant is qualified, AFTER the ADSV is applied, regardless of whether that volume was used to determine the Paid Rank.

Application and Agreement Form: This is a legally binding agreement between you and the Company that covers your rights, duties, and responsibilities and those of the Company. This is vital and necessary information. The Policies & Procedures manual is an extension of this Agreement and should be read carefully.

Bonus Volume (BV): This number is the basis upon which your upline compensation is paid. For each commissionable item, BV is equal to 75% of the CV value.

Bonus Qualified: **You're bonus qualified (BQ) when you have** Personal sales volume (PSV) of \$500 or more in a given commission period. When bonus qualified you are eligible to earn upline compensation on the BV of others.

Breakaway: When Consultants are promoted to Director, **they "break away" from their sponsors. Breakaway** status as a Director is relevant to Team Bonus and Generation bonuses.

Commissionable Volume (CV): **This number** is the basis upon which your Personal Sales Commissions and Personal Sales Bonuses are paid. For each item upon which you earn compensation, CV will be frames 100% or lens 50% of the SV value.

Consultant: The generic name for an independent contractor who has submitted a Consultant Application and Agreement form with the Company, and whose Consultant Application and Agreement the Company has accepted. Upon acceptance of such Agreement by the Company, a Consultant is eligible sell Violet Products and earn a commission, they can enroll and sponsor other people into their downline retail sales organization. A consultant is eligible to earn Commissions and Bonuses in accordance with the terms and provisions of the Compensation Plan.

Current Highest Rank: If you hold the rank of Director or above and fail to be paid at that rank level for 6 consecutive months, your Current Highest Rank will be lowered to that of the highest rank for which you have qualified during the 6-month period. Your rank will be lowered at the end of the commission run of the sixth consecutive commission period. Your new rank will be effective the first day of the following commission period. Those who rank below Director will never have their Current Highest Rank lowered. No Consultants of any rank will ever have their Lifetime Rank lowered.

Downline: The Consultants that you personally sponsor, and all the Consultants sponsored by them, etc.

Downline Sales Volume (DSV): This number is the sum of your Personal Sales Volume and all of the Consultants PSV in your downline.

Enroll: To submit a Consultant Application and Agreement online form to Violet Eyewear for the purpose of becoming a Consultant for the company.

Enrollee: An enrolling or newly enrolled Consultant.

Enrolling Sponsor: A Violet Eyewear Consultant who explains the program, assists in the enrollment, and provides preliminary training to the enrollee. The enrolling sponsor is the sponsor at the time the new

Consultant is entered in the computer. The sponsor may change because of strategic genealogy changes or deletions, but the enrolling sponsor will not change.

Fast Start Personal Sales Volume 40 (FSPSV40): Is an accumulation of all your personal sales volume during your first 40 days as a Consultant.

Fast Start Personal Sales Volume 70 (FSPSV70): Is an accumulation of all your personal sales volume during your first 70 days as a Consultant.

Fast Start Personal Sales Volume 100 (FSPSV100): Is an accumulation of all your personal sales volume during your first 100 days as a Consultant.

Genealogy: The **complete set of relationships (as defined by “Levels” and “Legs”) between a Consultant and their upline and downline. It is the “family tree” of any Consultant.**

Genealogy Report: A computer display, electronic file or printout of your downline.

Generation: When a Director in your downline achieves the rank of Director, that new Director leaves your team and starts your Generation 1. Every Consultant in the downline of that Director (or higher rank) is part of your Generation 1 to unlimited depth until reaching another Director or higher rank in that Leg, which will start your second Generation. So, a generation is defined as the relationship between an upline breakaway Director and a downline breakaway Director, not including non-breakaways. The first breakaway in any leg is a first-generation breakaway.

I.D.#: The identification number used by the Company to identify each Consultant for Compensation Plan purposes.

Leg: Each personally sponsored Consultant on your first level is part of your total Downline and is a **separate “Leg.” You and your entire Downline are one “Leg” to your Sponsor.**

Level: The people you personally sponsor is your first level. The ones they sponsor are your second level. The ones your second level sponsors are your third level, etc.

Lifetime Rank: Once you achieve a rank it is never lowered, even for rank demotions. It is the highest rank you have ever achieved. The Paid-as Rank may be the same as or lower than your actual rank. Your Paid-as Rank will always reflect the actual performance of you and your downline for a given commission period. Thus, you are always be paid based on actual performance.

Rank Maintenance: The standard of performance required for you to **continue being “Paid As”** a particular rank after meeting the initial qualification requirements for that rank. You will meet your Rank maintenance requirements monthly in order to be paid at your current rank. If you do not meet the maintenance during a commission period, you will be paid at the highest rank in which you meet the maintenance requirements.

Non-Commissionable Sales: Sales aids, kits, samples, items fully purchased with Hostess Product Credit, and items that you purchase at half-price are not commissionable items and do not generate SV, CV, or BV. Items partially purchased with Hostess Product Credit will generate SV, CV, and BV on the portion that is not paid for with credits.

Paid-As Rank: The rank at which a Consultant is paid within a monthly commission period is called the Paid Rank. The Paid-as Rank may be the same as or lower than your Lifetime Rank. Your Paid-as Rank will always reflect the actual performance of you and your downline for a given commission period. Thus, you are always be paid based on actual performance.

Paid-As Rank Director (or higher) Leg: This is a leg in your downline that contains one or more Consultants with the paid-as rank of Director or higher the commission period, where Director is the name of one of your ranks. For example, a paid-as Silver Director leg is a leg that contains a Consultant who is paid as Silver Director or higher.

Personal Bonus Volume (PBV): This number is the total of all Bonus Volume credited to you in a calendar month. PBV may be generated by orders you place and/or orders placed by your customers with Violet Eyewear.

Personal Commissionable Volume (PCV): This number is the total of all Commissionable Volume credited to you in a calendar month. PCV may be generated by orders you place and/or orders placed by your customers with Violet Eyewear.

Personal Sales Volume (PSV): The total Sales Volume of all products sold by you during a given pay period is your PSV for that pay period. Your monthly PSV is one factor determining the rate of Personal Sales Bonus you are entitled to receive and your Bonus Qualified status.

Personal Sales Commission: You are paid 25% of your CV on a weekly basis. The funds are direct deposited to the bank account you list in your Virtual Office. You are paid monthly bonuses based when we run the commissions each month that determine rank promotions and maintenance.

Personal Sales Commission Period: The time between compensation processing runs. The compensation plan is based on weekly and monthly commission periods.

COMPENSATION PLAN EXPLANATION – JANUARY 2020

Weekly: A Weekly period begins Monday morning at 12:00:00 am Eastern Standard Time and ends the following Sunday night at 11:59:59 pm Eastern Standard Time. Violet Eyewear processes the Personal Sales Commission on Friday each week unless Consultants are notified otherwise.

Monthly: The Monthly period begins the first day of the month at 12:00:00 am Eastern Standard Time and ends the last day of the month at 11:59:59 pm Eastern Standard Time. Violet Eyewear processes the monthly commissions within the first 10 business days of each month.

Policies & Procedures: The governing rules of Violet Eyewear that define the relationship between the Company and its Consultants, as well as between Consultants and other Consultants. The Policies & Procedures are specifically incorporated into and made a part of the Consultants Agreement, which each Consultant must sign in order to enroll.

Prospect: A person to whom you want to offer the Violet Eyewear business opportunity.

Qualified Leg: A qualified leg is a leg that contains a total SV at least \$500. The SV does not need to be generated from one Consultant.

REACTIVATIONS:

A former Violet may reactivate their account and become a Violet once again. The process and reactivation policy depend on when their account was deactivated:

Date of deactivation is less than 6 months ago:

- The Violet must reactivate with the same sponsor
- The Violet pays a \$50 Reactivation Fee, which will be charged to the card on file.
- Their original Enrollment Date does not change, and reactivated Violets will not have the opportunity to earn Fast Start Rewards as a new Violet. On their file, reactivated Violets will have an original enrollment date and a latest reactivation date. No down line
 - Violets whose accounts have been closed lose their downline Consultants.

Date of Deactivation is more than 6 months ago:

- The Violet can rejoin with any sponsor/sponsor they choose.
- The Violet does not pay any reactivation fees.
- The reactivated Violet must purchase a Starter Kit.
- The reactivated Violet will receive a new ID number and new Enrollment Date and is eligible to earn Fast Start Rewards as a new Violet.
- The reactivated Violet counts as a recruit for the new sponsor and can be strategically placed by an upline Team Leader.

- To remain active, the Violet must achieve \$500 PSV within 4 months of re-enrollment date.

Sales Volume: Sales of Violet Eyewear products to end users of those products. Sales Volume are the foundation of your Violet Eyewear business, and the ultimate purpose of all other activities within the business, including enrolling, sponsoring, training, etc. Sales Volume is the basis upon which your rank qualifications and activity requirements are measured. For each commissionable item, SV will be setup to equal the retail price. SV is used to measure Personal Sales Volume, Fast Start Personal Sales Volume, Team Sales Volume, Downline Sales Volume, and Adjusted Downline Sales Volume.

Sponsor: A Consultant who agrees to be responsible for helping and developing another Consultant with her or his business by teaching the new Violet how to do the business, and by assisting, encouraging and supporting them. Every Consultant must be sponsored, either by another Consultant in good standing with the Company, or by the Company itself. As consideration for being an Enrolling Sponsor, the Consultant may earn bonuses based on the PSV of Consultants in their downline, to the extent that the Enrolling Sponsor is qualified. The sponsor may change because of strategic genealogy changes or deletions, but the enrolling sponsor will not change.

Team: Your Team consists of you and the people you directly enroll as Consultants, and the people they enroll as Consultants, and so on. Your Team excludes Consultants with a rank of Director or above and their downlines, in a monthly commission period.

Team Sales Volume (TSV): This is the sum of your Personal Sales Volume (PSV) plus the PSV of all Consultants in your downline, down to but excluding Consultants with a rank of Director or above and their downlines, in a monthly commission period.

TSV Exceptions: To minimize the effects of this loss of volume, in the month when a Consultant promotes above the rank or Master Consultant for the first time, her TSV will still be counted in the TSV of her upline Consultants up to and including the first Consultant with a rank of Director or above.

For the next two months following the month in which a first-time rank promotion occurs above Master Consultant, the TSV requirement for the upline Consultants up to and including the first Consultant with a rank of Director or above shall be reduced by 50% for rank maintenance purposes only. To be promoted to a new rank, non-reduced TSV requirements will always apply.

Team Bonus (TB): If you are a Paid-As Director or higher rank, you will earn 2% TB on your TSV.

Upline: The term “upline” refers to that portion of either your Sponsor genealogy that precedes you. Your upline consists of the Consultant who is your Enrolling Sponsor, and her Enrolling Sponsor, and his Enrolling Sponsor, etc., all the way to the Company (*see also “Enrolling Sponsor”*).

Violet Starter Kit: Sometimes referred to as a Business Kit, this kit contains the product samples, sales aids, brochures, manuals and application forms relative to the Violet Eyewear business.