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USANA細胞式獎勵計劃 (新修訂) USANA Cellular Compensation Plan (Revised)

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本文以取代刊載於「成功直銷手冊(2009年4月修訂本)」內之
USANA細胞式獎勵計劃。
This is to replace the original USANA Cellular Compensation Plan
contained in "Distributor Booklet (4/2009)"

USANA 細胞式獎勵計劃

USANA Health Sciences將竭盡所能助您實現個人事業及成就。為此，我們投放了大量時間和金錢，發展出一個讓每位獨立直銷商都能發展所長的獎勵計劃。傳統的網絡行銷計劃要求大量保薦和顯著的團體銷售額，相比之下，我們的計劃便更為優勝。

USANA的細胞式獎勵計劃消除了不少傳統網絡行銷計劃的缺點。USANA細胞式獎勵計劃的優點包括：

- 通過建立下線組織，以及發展穩固的客戶基礎，從而開始賺取報酬。
- 有更大的潛力賺取報酬。
- 每星期支付佣金，讓新獨立直銷商快速獲得回報，推動他們邁向成功。
- 有效鼓勵您的上線跟您緊密合作，協助您建立下線組織。
- 直銷商的收益更廣泛及平均分佈，能給予每一位參加者公平的報酬。

收入來源

藉著USANA細胞式獎勵計劃，有六個賺取收入的途徑：

- 產品零售
- 業務佣金
- 對等獎金
- 獎勵計劃
- 領袖紅利
- 菁英紅利

產品零售

作為USANA獨立直銷商，您可以自動訂貨價購買產品，然後以零售價向客戶出售這些產品，便可即時賺取利潤。購入價和零售價之間的差額便是您的零售利潤。這裏必須強調零售的重要性，零售是您和您的新獨立直銷商獲得即時收入的最穩健辦法，並可藉此建立長期客戶。事實上，您組織中最優秀的獨立直銷商將可能來自您的零售客戶。

業務佣金

佣金是根據您組織中左右兩邊平衡地增長的團體銷售額（Group Sales Volume，簡稱GSV）累積而計算的（見第六頁之圖三——每週佣金支付表）。USANA的細胞式獎勵計劃與其他計劃的區別在於：您可在每邊累積最高達5,000分的團體銷售額留待下星期支付佣金時計算。隨著您成功建立一個由獨立直銷商和優惠客戶組成的組織後，您便有資格賺取佣金和紅利。當您和組織中其他獨立直銷商，通過下線和優惠客戶取得銷售額時，您便可藉著您的團體銷售額而賺取業務佣金。您可透過USANA的細胞式獎勵計劃，開始創造長期的經濟收益。

對等獎金

獨立直銷商可領取其保薦並成為特級白金領航員之新獨立直銷商首26週內最高達100%的銷售額對等獎金。

賺取的對等獎金百分比是依據下列標準：

- 若保薦人是活躍的白金領航員，可獲得100%的對等獎金。
- 若保薦人是活躍的領航員，可獲得50%的對等獎金。
- 若保薦人既不是領航員，也不是白金領航員，而只是活躍的獨立直銷商，則可獲得25%的對等獎金。

獎勵計劃

獨立直銷商透過USANA豐盛的獎勵計劃，可獲得豪華旅遊、獎品、甚至是額外的現金獎勵。

領袖紅利 與 菁英紅利

對於那建立龐大而成功的組織之獨立直銷商領袖，USANA還提供兩項非常令人振奮的紅利計劃——領袖紅利與菁英紅利。

要符合領取領袖紅利與菁英紅利的資格，直銷商必須：

- 在最近四個星期內（一個週期），取得最少100分的個人銷售額（Personal Sales Volume，簡稱PSV）。
- 在最近一星期內最少有一個商務中心達到最高指標（即左右兩邊各得5,000分團體銷售額）。
- 在每個四星期週期內，其保薦的一名新獨立直銷商賺取首張分享者或以上級別的佣金支票。直銷商可一年累積十三名達致以上資格的直銷商。其以前保薦的任何獨立直銷商均可符合計算資格。

備註：獨立直銷商如連續五年於每四星期運轉週期（由二零零三年一月一日起計）獲取領袖紅利後，則只需最少每三個月有一名其個人保薦的直銷商晉升至堅信者或以上級別，並收取自成為直銷商以來的第一張佣金支票；而非於每個四星期週期內晉升至分享者或以上級別。獨立直銷商可一年累積四名達致以上資格的獨立直銷商。

- 組織成員可隨時以電話聯絡
- 並無參與其他網絡行銷公司
- 積極培訓下線，和領導組織的銷售活動

領袖紅利

USANA的領袖紅利是為擁有傑出領導才華的直銷商而設的，他們需建立龐大且有卓越表現的組織。公司將每星期撥出公司全球團體銷售總額（Total Company GSV）

的**3%**，作為領袖紅利，平均分予所有黃金董事及以上級別的直銷商。領袖紅利是根據直銷商於一星期內達到最高指標的商務中心數目、其領袖級別，以及該合乎資格的商務中心是否連續一個星期以上達到最高指標而計算的。直銷商如能使更多商務中心達到最高指標，便可晉級，亦可收取更多的領袖紅利。

菁英紅利

每一季，**USANA**都會以全球團體銷售總額（**Total Company GSV**）之**1%**，計算為全球最高收入之首**25**戶直銷商之菁英紅利。這**25**戶直銷商在上一季於全球收入之排名、當季的實際收入和相對去年同一季的佣金分數增長，將決定他們可獲得的紅利金額。

立刻行動!

眾所周知，要成為**USANA**的獨立直銷商，手續十分簡便。您只需填妥並簽署「直銷商申請表格及協議書」，然後將正本連同購買直銷商創業套裝（**Business Development System**，簡稱**BDS**）的費用，遞交到**USANA**的辦事處便可。有關申請一經**USANA**批核後，直銷商即可透過保薦朋友或相熟人士成為直銷商或優惠客戶，開始建立自己的直銷組織。直銷商亦可以自動訂貨價購買產品自用或轉售，以賺取零售利潤。

以下詳細介紹的**USANA**細胞式獎勵計劃，結構簡潔。由於每位直銷商在每個商務中心的第一層，不能吸納多於兩名直銷商，您可從您上線保薦的直銷商的銷售額中獲得收入。同樣地，您亦可協助您的下線建立組織。**USANA**的細胞式獎勵計劃比傳統網絡行銷計劃優勝之處，在於其強調團隊精神的重要性。很少傳統網絡行銷計劃可讓下線組織分享新直銷商的銷售額。請記著，在**USANA**裏，您是「團隊」（**T.E.A.M**）的一份子，亦即是說大家可以群策群力，共創佳績（**Together Everyone Achieve More!**）。

如果您想進一步瞭解**USANA**細胞式獎勵計劃，除了細心閱讀我們以下為您提供的資料，我們鼓勵您觀看直銷商創業套裝內的錄像光碟。在光碟中，我們會為您進一步解釋**USANA**細胞式獎勵計劃。您可立即開始建立您的組織，因為**USANA**會每星期支付佣金給您，所以，您的努力很快便會得到回報。

步驟一

啟動您的商務中心

USANA細胞式獎勵計劃乃以商務中心為計算單位。您可擁有一個或三個商務中心以建立您的組織。

啟動一個商務中心

要啟動一個商務中心來賺取佣金，您必須取得**200**分的

個人銷售額（**PSV**）。您可以累積多張訂單，或只以一張訂單，從而達到指定的銷售額指標。您的第一個商務中心編號為**001**。

啟動三個商務中心

要啟動三個商務中心（編號分別為**001**、**002**及**003**），您必須於登記成為直銷商當天起計首六個星期五內（參閱直銷商創業套裝內的四星期運轉週期日曆），累積取得**400**分的個人銷售額（**PSV**）。如未能於指定期限內取得所需分數，您便會失去商務中心**002**及**003**。如果您第一張訂單已達到最少**400**分的個人銷售額，公司電腦將自動把訂單的**200**分的個人銷售額分配到商務中心**001**，而商務中心**002**及**003**則可獲得**100**分。這樣，您的商務中心**001**的左右兩邊便可立即得到**100**分銷售額分數並開始運作。

步驟二

登記參加自動訂貨計劃！（這是您對健康的承諾）

您必須非常信賴**USANA**產品，才可增加您在銷售過程中取得成功的機會。自動訂貨計劃可助您方便地獲得產品，並且定期使用。

步驟三

創立自己的業務組織

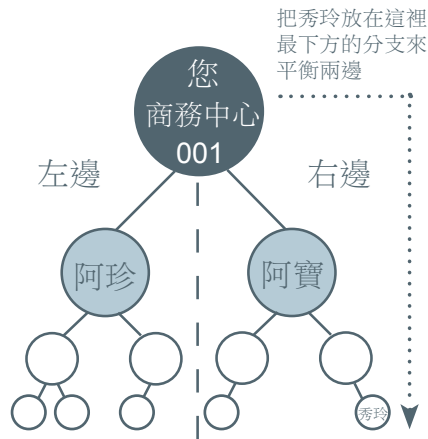
無論您是以一個或三個商務中心開始建立您的**USANA**事業，最重要的是您已踏出第一步。我們建議您使用**USANA**提供給您的工具和刊物，開始將**USANA**的願景與別人分享。

運用一個商務中心來開創您的**USANA**事業

如果您以一個商務中心（**001**）開始建立您的**USANA**事業，您可以在開始時保薦兩名新直銷商（見圖一，阿珍及阿寶）。當您保薦了首兩名直銷商後，您已成功為您的商務中心建立了左右兩邊。當您再保薦新直銷商時，您必須在新直銷商的申請表中的「定位資料」一欄內，說明您希望將該新直銷商放在那一名現任直銷商名下，亦同時需填上該名現任直銷商的編號和定位（左邊或右邊），以及所屬之商務中心編號。例如，假設我叫陳大文，而我現在保薦林亞珍，我希望將她放在我商務中心**001**的左邊，在填寫申請表的「定位資料」時，我需寫上我的名字陳大文、我的直銷商編號、再寫上**001**以說明我希望將林亞珍放在我的第一個商務中心**001**，並在「左邊」的方格加上「√」。**USANA**電腦便會自動將林亞珍放在我的**001**商務中心左邊的空位上。

注意：請確保您提供的「定位資料」正確無誤。有關資料一經輸入電腦系統後，下線的位置便不得更改。

圖一

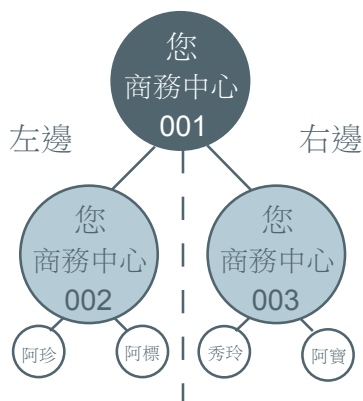


隨著您本人、阿珍和阿寶繼續保薦新直銷商，您的商務中心開始擴大。當您希望保薦第三名直銷商（例如：秀玲）時，您必須把她放在您的下線組織中的一個空位。這種團體合作精神會幫助您激勵下線直銷商，更積極爭取成績，從而提高您整個組織的盈利能力和穩定性，以致能夠相對地賺取更多收入！

運用三個商務中心來開創您的USANA事業

運用三個商務中心開始建立您的USANA事業，原理與一個商務中心大致相同。唯一不同的是您可以將新直銷商分佈到兩個商務中心中（見圖二）。只要您在第一層妥善分佈四名直銷商，便可開始建立商務中心002及003，而方法就像建立一個商務中心的步驟一樣。啟動三個商務中心的好處在於您只須建立兩個商務中心，便可得到三個商務中心（001、002及003）的收入。如果您計劃建立一個規模龐大的USANA事業，您可以啟動三個商務中心以將自己賺取收入的潛力推至最高峰。

圖二



如何透過您的商務中心賺取業務佣金

當您的業務開始擴大，您所累積的團體銷售額亦隨之增加。要從團體銷售額中獲得佣金，您必須是一名活躍的直銷商，您的商務中心001必須於每四個運轉週期中累積最少100分的個人銷售額，而商務中心的左右兩邊亦必須累積一定的團體銷售額。詳情見圖三之每週佣金支付表。

圖三

每週佣金支付表

團體銷售額		佣金分數	佣金額* 約數
左邊	右邊		
250	250	40	港幣\$ 307
500	500	100	港幣\$ 768
1,000	1,000	200	港幣\$ 1,536
2,000	2,000	400	港幣\$ 3,072
3,000	3,000	600	港幣\$ 4,608
4,000	4,000	800	港幣\$ 6,144
5,000	5,000	1,000	港幣\$ 7,680

*佣金分數將按照指定匯率轉換為本地貨幣

佣金的計算方法

USANA的業務佣金乃以佣金分數為計算單位，然後轉換成為直銷商當地的貨幣。如果您的商務中心的左右兩邊均取得250分的團體銷售額，您便得到40分的佣金分數；如果您的商務中心的左右兩邊均取得500分團體銷售額，您便可賺取100分的佣金分數；如果您的商務中心的左右兩邊均取得1,000分團體銷售額，您便可得200分的佣金分數；如此類推。詳情見圖三之每週佣金支付表。

請緊記，在計算佣金時，我們不會計算直銷商的層數，只會計算銷售額分數。例如，在單一個星期內，阿珍及其下線（左邊）共取得2,000分的團體銷售額，而阿寶及其下線（右邊）亦共取得2,000分的團體銷售額，那麼無論達到這個銷售水平的直銷商是屬於您組織中的那一層，您都可以賺取400分佣金分數。如果您的目標是每星期賺取1,000分佣金分數，您便需在左右兩邊同時取得各5,000分團體銷售額分數。

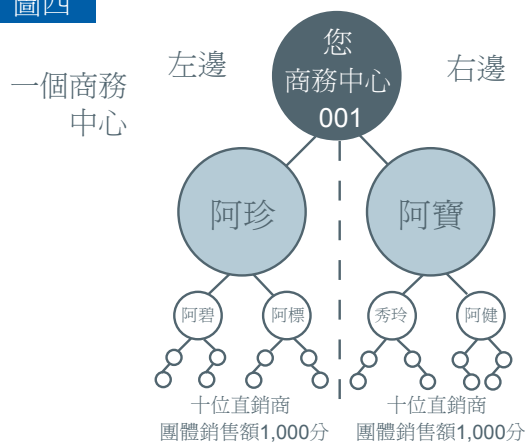
佣金是按每星期計算和支付的，所以，只要您組織中的直銷商共同努力，便可以立即獲得回報。這就是USANA細胞式獎勵計劃的最大特色，亦可有效推動您的直銷商發展業務，並且持續地取得成功。傳統的網絡行銷計劃只會每月計算一次，而且，通常要到下月底才發放佣金。即是說，直銷商幾乎需要等待兩個月才可獲得在第一個月月初所賺取的佣金。但USANA的制度是希望儘快將報酬送到您的新直銷商手中，這樣，他們便會得到無比的晉升動力。USANA根據每星期兩邊平衡的銷售額計算佣金。如果商務中心兩邊的銷售額並不相等，佣金則按團體銷售額較低的一邊計算。每邊剩餘銷售額分數將累積至下一星期計算，而每邊累積額最高為5,000分。

例如，如果您在商務中心的左邊取得團體銷售額500分，而右邊則取得700分，您本週的佣金便以500分團體銷售額計算（即等於100分佣金分數）。在下一星期，您的右邊便有200分團體銷售額是由上星期累積而來的。所以，只要您在左邊取得500分，並在右邊取得300分，您便可再次賺取100分佣金分數。

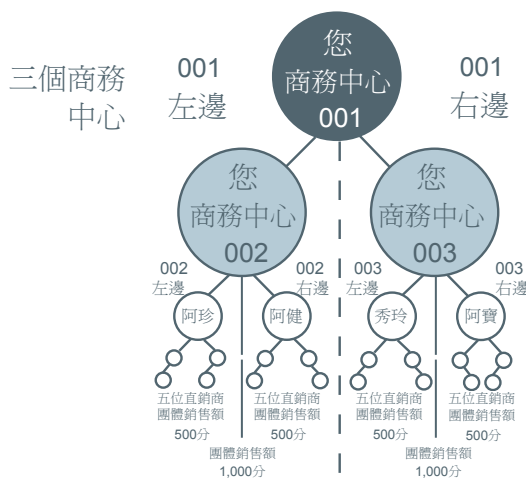
一個商務中心和三個商務中心的收入對比

在圖四上部份，假設每一個商務中心（包括您自己的商務中心）均為活躍，在本星期內他們訂購的產品為他們各自帶來100分個人銷售額。在這個例子中，您每邊有十個商務中心，每個商務中心均產生100分個人銷售額，於是，左右兩邊的團體銷售額便是1,000分；

圖四



二十位活躍的直銷商，每邊十名
（個人銷售額為100分）
兩邊平衡團體銷售額1,000分
總佣金分數200分



二十位活躍的直銷商，每邊五位
兩邊平衡團體銷售額1,000分
商務中心001取得200分
兩邊平衡團體銷售額500分
商務中心002取得100分
兩邊平衡團體銷售額500分
商務中心003取得100分
總佣金分數400分

而您的個人銷售額將計算在您上線的團體銷售額中。根據每週佣金支付表，您每邊最高的平衡團體銷售額為1,000分，所以，您本星期所得的佣金分數為200分。

如果您有三個商務中心（見圖四下部份），您需要為兩個商務中心取得平衡分數，才可在第三個商務中心賺取佣金。例如，您的商務中心002和003分別在左右兩邊均取得團體銷售額500分，因此，根據每週佣金支付表，您每邊最高的平衡團體銷售額為500分，所以您的商務中心002和003在本星期所得的佣金分數各為100分。

而您的商務中心001根據同樣的計算也可取得200分佣金分數。於是，您的總佣金分數為400分。相比之下，同樣地擁有二十個商務中心並在一星期取得2,000分團體銷售額，發展三個商務中心比起發展一個商務中心所產生的佣金是高一倍。

累積銷售額

在圖五上部份，假設每個商務中心（包括您自己的商務中心）均活躍，在本星期內他們訂購的產品為他們各自帶來100分個人銷售額。在這例子中，您每邊有十四個商務中心，每個商務中心均產生100分個人銷售額，於是，左右兩邊的團體銷售額分別是1,400分；而您的個人銷售額將計算在您上線的團體銷售額中。根據每週佣金支付表，您每邊最高的平衡團體銷售額為1,000分，所以，您本星期所得的佣金分數為200分。但您所餘下的團體銷售額將累積至下星期計算。在下星期，您的左右兩邊便分別累積有400分團體銷售額。

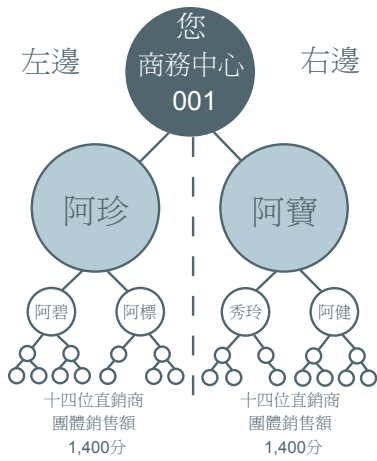
如果您有三個商務中心（見圖五下部份），您需要為兩個商務中心取得平衡分數，才可在第三個商務中心賺取佣金。例如，您的商務中心002和003在左右兩邊均分別取得團體銷售額700分，因此，根據每週佣金支付表，您每邊最高的平衡團體銷售額為500分，所以您的商務中心002和003在本星期所得的佣金分數各為100分。而您的商務中心001根據同樣的計算也可取得200分佣金分數。於是，您的總佣金分數為400分。相比之下，同樣地擁有二十八個商務中心並在一星期取得2,800分團體銷售額，發展三個商務中心比起發展一個商務中心所產生的佣金是高一倍。同樣地，每個商務中心餘下的銷售額分數將累積至下星期計算。

保持多個商務中心活躍

要從USANA的細胞式獎勵計劃中獲得報酬，您必須達到個人銷售額的最低要求，從而保持您的商務中心活躍。要保持一個商務中心活躍，您必須在每四星期運轉週期中取得最少100分個人銷售額分數。要保持兩個或更多商務中心活躍，您必須在每四星期運轉週期中取得最少200分個人銷售額分數。

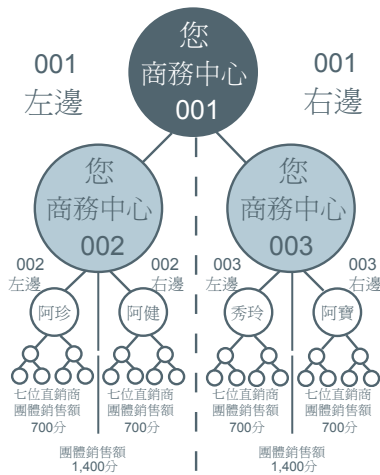
圖五

一個商務中心



二十八位活躍的直銷商，每邊十四位
(個人銷售額為100分)
兩邊平衡團體銷售額1,000分
(最高平衡團體銷售額為1,000分)
保留銷售額為左邊400分、右邊400分
總佣金分數200分

三個商務中心



二十八位活躍的直銷商，每邊七位
兩邊平衡團體銷售額 1,000分
商務中心001取得200分
兩邊平衡團體銷售額500分
商務中心002取得100分
兩邊平衡團體銷售額500分
商務中心003取得100分
總佣金分數400分

此外，您亦必須明白，您在任何四星期運轉週期所累積的第一個200分個人銷售額，會歸入您的商務中心001中。如果在任何一段時間，您的商務中心不再活躍，您名下所有商務中心的銷售額分數將被全數取消。到它們重新活躍起來時，銷售額亦需要由零分開始計算。請記住您的銷售額需要達到指定的要求方可支取佣金。

四星期運轉週期

四星期運轉週期是指直銷商發出第一張100分或以上的產品訂單起計的四個佣金派發日（即連續四個星期五）所組成的週期。如果直銷商在星期五訂購產品，則他/她發出訂單的那個星期五將不會被當作第一個支付佣金日。

自動訂貨計劃

方便的訂貨方法、令您安心又放心，更享10%折扣優惠，所有直銷商及優惠客戶都可參與USANA的自動訂貨計劃，從而獲享前所未有的方便和優惠。

參加自動訂貨計劃亦是您對健康的承諾。它不僅能確保您的商務中心保持活躍，而且還能增強您賺取收入的潛力，保證您有最低存貨，作為轉售之用。如您希望享受自動訂貨計劃帶來的益處，您只需填妥「自動訂貨計劃協議書」，列明您希望於每四星期運轉週期自動收到的產品和輔銷工具，USANA公司會按時自動為您訂購您所需的產品，您可以選擇到USANA的服務中心提取貨品，或安排將產品送到您家中或您指定的辦公室。（如欲查閱您的自動訂貨週期，請參考直銷商創業套裝內的四星期運轉週期日曆）。無論直銷商在該月份內有否發出其他訂單，通過自動訂貨計劃，我們會在服務中心為您準備好您所選購的產品，或將產品發送到指定地點。

現時超過90%正在賺取USANA佣金的直銷商都已參加了自動訂貨計劃。請立即行動，填妥您的「自動訂貨單」！

注意：您將不可以把過往證實已經售出的產品退回給USANA。倘若您無法出售或服用前次訂單最少70%的產品，您必須取消自動訂貨安排。

優惠客戶

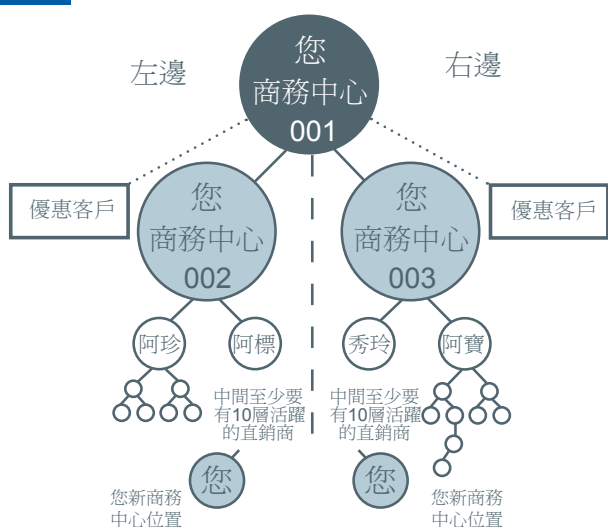
增加團體銷售額的另一方法，是在您的商務中心的左右兩邊增加優惠客戶（見圖六）。優惠客戶可以按自動訂貨價格訂購產品，惟他們不能取得個人銷售額，及無法賺取佣金。雖然您未能在優惠客戶的訂單上，賺取零售利潤，但他們的訂單可為您取得銷售額分數，增加其所在位置（左邊或右邊）一方的團體銷售額。

注意：如果您啟動了三個商務中心，您無須在開始時便取得200分。即使您有三個商務中心，您亦可以選擇在開始的時候專心發展商務中心001。這樣，您只須取得100分的個人銷售額，便有資格從商務中心001收取佣金。當您希望從商務中心002和003賺取佣金時，您才需在每四星期運轉週期中，把個人銷售額提升至200分。務必注意的是，只有在您取得個人銷售額200分時，您的三個商務中心才符合收取佣金的資格，那時商務中心002和003才會開始累積銷售額。

取得再加入證書，啟動新商務中心

當您的商務中心達到最高指標（左右兩邊均已取得5,000分團體銷售額）時，您便會收到一張電子〔再加入證書〕。您最多可從每個商務中心獲得兩張〔再加入證書〕。〔再加入證書〕允許您在組織的最底層開設另一個全新的商務中心，您便可藉此在更深入的層次參與支持下線的工作，從而有效地協助您的下線發展業務。當您決定在組織中那一位置成立另一商務中心時（見圖六），下一步便需連同新商務中心的位置資料，以書面向客戶服務部提出申請。〔再加入證書〕並不設過期限限制。您最先取得的第一及第二張〔再加入證書〕，是可依照您個人意願放置在您的商務中心左、右邊下線的任何一空位。但往後再取得的

圖六



〔再加入證書〕，其新商務中心的位置必須與其他商務中心之間存在最少十個活躍直銷商之001商務中心。活躍直銷商的定義為合資格領取佣金的直銷商。

如步驟一所示，您可以額外的200分的個人銷售額啟動新的商務中心（此分數不包括在四星期運轉週期中您所需保持現有商務中心活躍的100分或200分內）。此外，您必須將您的書面申請，連同產品訂單一起提交。您需於每四星期運轉週期內取得200分個人銷售額，以確保您新啟動的商務中心及其他原有的商務中心維持活躍。無論您擁有多少個商務中心，您的個人銷售額指標都無需高於200分。在新商務中心啟動後，您便可開始在其下建立您的直銷組織。只要在某個支付佣金期內，該新商務中心的左右兩邊均達致5,000分團體銷售額，您便可取得另一張〔再加入證書〕，從而開啟另一個商務中心。由於您可就每個原有的商務中心取得最多兩張〔再加入證書〕，而每個新商務中心亦可再獲得兩張〔再加入證書〕，您實質上可擁有無數的商務中心。憑著您的創富能力，您可以為自己及家人提供穩健和雄厚的經濟來源。由於每個商務中心不僅可為自己帶來佣金，亦可為上線的商務中心帶來佣金，因此，啟動新商務中心可有助鞏固您的下線組織。

轉移再加入證書位置

一般而言，經〔再加入證書〕啟動的商務中心，其位置是不能移動的。然而，如果該商務中心在過去六個月均沒有任何活動（團體或個人銷售額），而又符合所有有關商務中心位置的規定下，USANA保留允許位置轉移的權利。任何有關要求須以書面作出申請，並須獲得USANA公司監察部審批。

領航員及領袖晉級

USANA設立了領航員計劃及不同的領袖晉級別，以協助大家在朝向最終目標發展之同時，制定短期目標和衡量自己的進度。

領航員計劃

透過USANA的領航員計劃，直銷商可以獲取領航員身份，讓他/她可以獲得對等獎金的最大潛在回報。而直銷商獲取的領航員身份是取決在其加入USANA的首八個星期內，保薦的人數及從該新保薦入會人士產生的銷售額分數。

成為特級白金領航員的條件

在加入USANA的首八個星期內，個人保薦四名或以上的新直銷商，並從該新保薦入會人士產生達**1,600**分的累積銷售額分數。

成為特級領航員的條件

在加入USANA的首八個星期內，個人保薦兩名或以上的新直銷商，並從該新保薦入會人士產生達**800**分的累積銷售額分數。

年度身份重新確認機會

特級身份讓直銷商可享終身優惠，而年度身份重新確認機會則是為未獲取特級身份的直銷商而設。在加入USANA的首八個星期後，及每年在您加入USANA的週年日起，各直銷商將獲八個星期時間爭取成為白金領航員或領航員的機會。

領袖晉級

每一領袖級別都附有特定的銷售額要求，以下是各領袖級別的名稱及銷售額規定。每晉升一級，您便可獲得領袖襟章一枚。一經晉升至另一級別，便不再重返較低級別。

分享者	商務中心的左右兩邊各得 250 分團體銷售額
堅信者*	商務中心的左右兩邊各得 500 分團體銷售額
創業者	商務中心的左右兩邊各得 1,000 分團體銷售額
成就者	商務中心的左右兩邊各得 2,000 分團體銷售額
董事	商務中心的左右兩邊各得 3,000 分團體銷售額
銅董事	商務中心的左右兩邊各得 4,000 分團體銷售額
銀董事	商務中心的左右兩邊各得 5,000 分團體銷售額
黃金董事	於連續四星期內有同一個商務中心達至最高指標
紅寶石董事	於連續四星期內有任何兩個商務中心達至最高指標
翡翠董事	於連續四星期內有任何三個商務中心達至最高指標
鑽石董事	於連續四星期內有任何四個商務中心達至最高指標
一星鑽石董事	於連續四星期內有任何五個商務中心達至最高指標
二星鑽石董事	於連續四星期內有任何六個商務中心達至最高指標
三星鑽石董事	於連續四星期內有任何七個商務中心達至最高指標
四星鑽石董事	於連續四星期內有任何八個商務中心達至最高指標
五星鑽石董事	於連續四星期內有任何九個商務中心達至最高指標
六星鑽石董事	於連續四星期內有任何十個商務中心達至最高指標
七星鑽石董事	於連續四星期內有任何十一個商務中心達至最高指標
八星鑽石董事	於連續四星期內有任何十二個商務中心達至最高指標
九星鑽石董事	於連續四星期內有任何十三個商務中心達至最高指標
十星鑽石董事	於連續四星期內有任何十四個商務中心達至最高指標
十一星鑽石董事	於連續四星期內有任何十五個商務中心達至最高指標

* 當您達到堅信者的級別，您便不可再重返分享者級別及收取此級別的佣金。

USANA Cellular Compensation Plan

At USANA Health Sciences, we are dedicated to helping you achieve your own personal success. For this reason, we have invested considerable time and money in developing a compensation plan that gives every Distributor the best opportunity for network marketing success — a plan that establishes a departure from the traditional multilevel marketing requirements of heavy sponsoring and large group volumes.

The USANA Cellular Compensation Plan eliminates many of the pitfalls that plague traditional network marketing plans. Following are just a few of the benefits of the USANA Cellular Compensation Plan:

- By building a downline of Distributors and developing a strong base of customers, you can begin to realize financial success.
- There is greater depth from which you can earn commissions.
- Commissions are paid weekly, motivating new Distributors to immediate success.
- Your upline has an incentive to work with you to help you build your downline.
- Distributor success is more widespread and evenly distributed; the plan is fair to everyone involved.

Areas of Income

There are six ways to earn income with the USANA Cellular Compensation Plan:

- Retail Sales
- Distributor Commissions
- Matching Bonuses
- Incentives
- Leadership Bonuses
- Elite Bonuses

Retail Sales

As a USANA Independent Distributor, you can purchase products at wholesale cost. When you sell these products to your customers at retail price, you earn an immediate profit. The difference between what you pay for the product and the price at which you sell the product is your retail profit.

The importance of selling cannot be overemphasized. It is the surest method you and your new Distributors have for developing immediate income for your business while you build a long-term base of satisfied customers. In fact, many of your best Distributors will likely come from the ranks of your retail customers.

Distributor Commissions

Commissions are paid on whole increments of the balanced Group Sales Volume (GSV) accumulated in your left-side and right-side organizations (see Weekly Commission Payout Schedule, figure C on page 13). Unlike other compensation plans, extra volume of up to 5,000 points on each side is carried forward. As you develop an organization of Distributors and Preferred Customers, you become eligible to earn commissions and bonuses.

When you and the other Distributors in your organization generate sales volume through downline and Preferred Customer sales, you can receive commissions from your Group Sales Volume. Through the USANA Cellular Compensation Plan, you can begin to create long-term financial success.

Matching Bonuses

Distributors can receive up to a 100% Matching Bonus for 26 weeks on the sales volume of other Distributors they enroll who become Premier Platinum PaceSetters.

The Matching Bonus percentage earned is based on the following criteria:

- If the sponsoring Distributor is a Platinum PaceSetter, the sponsor will earn a 100% Matching Bonus.
- If the sponsoring Distributor is a PaceSetter, the sponsor will earn a 50% Matching Bonus.
- If the sponsoring Distributor is neither a PaceSetter nor a Platinum PaceSetter, the sponsor will earn a 25% Matching Bonus.

Incentives

Distributors at all levels can be rewarded with luxury travel, prizes, and even extra cash through USANA's generous incentive programs.

Leadership Bonuses & Elite Bonuses

For Distributors who demonstrate leadership abilities by building large and successful organizations, USANA also offers two very exciting bonus programs — Leadership and Elite.

To qualify for the Leadership and Elite Bonuses, a Distributor must:

- Generate at least 100 points in Personal Sales Volume (PSV) during the current four-week rolling period.
- Maximize at least one Business Center during the current week.
- Help a personally sponsored Distributor qualify to earn commissions for the first time at the Sharer level or above every four-week rolling period. A Distributor can accumulate up to 13 (one year's worth) at a time. The date of sponsorship is irrelevant. Any Distributor he or she has ever historically sponsored are eligible.

Note: After five consecutive years of qualifying for Leadership Bonus every four-week rolling period (beginning January 1, 2003), a Distributor is considered vested, and rather than a personally sponsored Distributor qualifying at the Sharer level or above every four-week rolling period (13 times a year), a personally sponsored Distributor must qualify to earn commissions for the first time at the Believer level or above at least once every three months, or accumulate up to four (one year's worth).

- Be available by phone to their organization.
- Participate in no other network marketing program.
- Actively train and supervise their downline sales organization.

Leadership Bonuses

Each week, three percent (3%) of the total Company GSV is divided among qualifying Gold Directors and above. A Distributor will be paid a Leadership Bonus based on a formula that takes into account how many Business Centers he or she has maximized during the week, his or her leadership rank, and whether or not the qualifying Business Centers have maxed for more than one consecutive week. By maximizing additional Business Centers, the Distributor will move to higher ranks, which means more income from the Leadership Bonus program.

Elite Bonuses

Each quarter, one percent (1%) of the total Company GSV is divided among the top 25 income earners. The amount an individual earns depends upon his or her position in the previous quarter, his or her actual earnings for the existing quarter, and the absolute growth in Commissionable Volume Points (CVP) he or she achieves over the corresponding quarter of the prior year.

Getting Started

As you know, becoming a USANA Independent Distributor is easy. All it takes is completing a Distributor Application and Agreement Form, signing, and submitting the original to the USANA Data Processing Office with appropriate payment for a Business Development System (BDS). Once the application has been received and accepted by USANA, the Distributor may begin building a Distributor organization by sponsoring friends and acquaintances as Independent USANA Distributors or Preferred Customers. All Distributors may immediately begin purchasing products at the Autoship cost for their personal consumption. Distributors have the added benefit of the right to resell products purchased at the Autoship cost for a retail profit.

The USANA Cellular Compensation Plan described in the following sections is very straightforward in structure. Because each Distributor can place no more than two first-level Distributors per Business Center, the Sales Volumes of those people sponsored by your upline may benefit you. Likewise, you can help your downline Distributors build their organizations. The element of teamwork is just one of the many factors that makes the USANA Cellular Compensation Plan a step above traditional network marketing plans, where newly sponsored Distributors are rarely shared with downline Distributors. Remember, in USANA, you are part of a T.E.A.M. (Together Everyone Achieves More).

In addition to reading the information provided here, we encourage you to watch the DVD found in your BDS, which provides further explanation of the USANA Cellular Compensation Plan. You can begin building your organization immediately, and because USANA pays commissions every week, you can realize a very quick return on your efforts.

Step #1

Activate Your Business Center(s)

The USANA Cellular Compensation Plan is based upon what is called your Business Center. You can begin to build an organization around one or three Business Centers.

Activating One Business Center

To activate one Business Center and begin earning commissions, you must achieve 200 points in Personal Sales Volume (PSV). This volume can be made in a single order for your customers and your personal use or accumulated from many orders. The number of your first Business Center is 001.

Activating Three Business Centers

To activate three Business Centers (001, 002, and 003), you must achieve 400 points in PSV within the first six Fridays from the date that you become a Distributor (see the Four-Week Rolling Calendar in your BDS). If you do not achieve 400 points in PSV within this time, you will lose your 002 and 003 Business Centers. If your initial product purchase is equal to at least 400 points in Sales Volume, the computer will automatically split your order with 200 points in Personal Sales Volume placed in Business Center 001, 100 points placed in Business Center 002, and 100 points in Business Center 003. This means you will immediately begin with 100 points in both the left and right sides of Business Center 001.

Step #2

Sign up for Autoship (Your Subscription to Health)

Enroll in the Autoship Program. To ensure your success in selling the products, you must first believe in them yourself. Autoship is a convenient way to receive your products, to help you use them regularly, and to have them on hand for your customers.

Step #3

Begin to Build

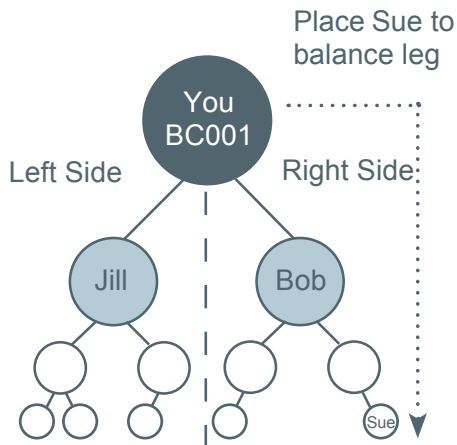
Whether you are starting with one Business Center or three Business Centers, the most important part is that you simply get started. Use the resource guide of tools and publications found in the "Starting Out" section of this kit, to begin to share the USANA vision with others.

Building with One Business Center

If you begin your USANA business with one Business Center (001), you can begin to build an organization by finding new customers and sponsoring two new Distributors (for example, Jill and Bob in Figure A). When you have sponsored your first two Distributors, you will have established a left side and a right side to your Business Center. As you sponsor new Distributors, you must specify, in the "Placement" section of the new Distributor Application Form, the Distributor Number of the person you want your new Distributor placed under, whether you want the new Distributor placed on the left or the right side, and which Business Center he or she is to be placed under. For example, if my name were John Doe and I were sponsoring Jill Jones and wanted to place her under my 001 Business Center, on the left side, I would write my name, John Doe, in the placement information, write my Distributor number, write 001 to specify the Business Center I want Jill Jones to be placed under, and check the box that says left side. The computer would then place Jill under my 001 Business Center on the left side.

Note: Be absolutely certain that you fill out the placement information correctly. The USANA office cannot change downline placement once it has been entered into the computer system.

Figure A

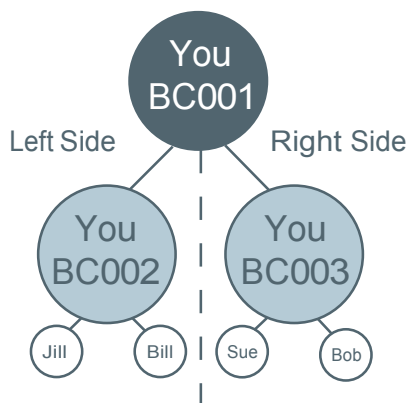


As you, Jill, and Bob find new customers and sponsor new Distributors, your Business Center begins to grow. When you want to sponsor a third Distributor (Sue, for example), you must place her in an open position somewhere in your downline organization. Teamwork of this nature helps to motivate your downline Distributors to greater action and success, thereby enhancing the potential and stability of your organization — and the corresponding income.

Building with Three Business Centers

Beginning your USANA business with three Business Centers is essentially the same as beginning with one, only now you have two Business Centers to place new Distributors under (see Figure B). Once you have your four first-level Distributors in position, you may begin to build

Figure B



Business Centers 002 and 003 in the same way that you would build Business Center 001 if you had started with only one Business Center. The advantage of the three Business Center approach is that you will build two Business Centers and be paid on three (001, 002, and 003). If you plan to build a large USANA business, you will maximize your earnings potential by starting with three Business Centers.

Earning Commissions from Your Business Center(s)

As your organization begins to grow, Group Sales Volume (GSV) will accumulate. To begin to receive a commission from this volume, you must be an active Distributor accumulating at least 100 PSV in your 001 every four-week rolling period, and each side of your Business Center must reach a minimum cumulative GSV (see Weekly Commission Payout Schedule, Figure C). You must also meet the sales requirements stipulated in your Distributor Agreement.

Figure C

Weekly Commission Payout Schedule

Group Sales Volume	Points	Commission Points	Approximate Payments Rate*
250	250	40	HK\$ 307
500	500	100	HK\$ 768
1,000	1,000	200	HK\$ 1,536
2,000	2,000	400	HK\$ 3,072
3,000	3,000	600	HK\$ 4,608
4,000	4,000	800	HK\$ 6,144
5,000	5,000	1,000	HK\$ 7,680

*Commission Points will be denominated in Distributor's local currency according to the rate specified by USANA.

Calculating Commissions

Commissions are awarded in commission points, which are converted to the Distributors' local currency. When both the left and right sides of your Business Center have achieved 250 points in GSV, you will earn 40 commission points. When both the left and right sides of your Business Center have achieved 500 points in GSV, you will earn 100 commission points. When both the left and right sides of your Business Center have achieved 1,000 points in GSV, you will earn 200 commission points and so forth, as shown in the Weekly Commission Payout Schedule. Remember, in calculating commissions we don't count levels, we count only point volume. For example, if Jill and everyone under Jill generated 2,000 points in Sales Volume (left side) and Bob and everyone under Bob generated 2,000 points in Sales Volume (right side) during a single week, you would earn 400 commission points, regardless of the level in your organization at which this volume occurred. If your goal in USANA is to earn 1,000 commission points a week, you will need to build both a left and a right side that are generating 5,000 points a week in Sales Volume. This would earn you 1,000 commission points a week. Commissions are calculated and paid weekly, so Distributors in your organization are rewarded for their success almost immediately. This single feature of the USANA Cellular Compensation Plan will do wonders to keep your Distributors motivated and working toward continued success. In traditional network marketing plans, commissions are calculated monthly and usually not paid until the latter part of the following month. This means people often wait almost two months to be paid for volume generated in the first part of each month. The USANA system for getting money into our new Distributors' hands as quickly as possible will do more than anything else to keep them moving forward to even greater levels of success and achievement. With USANA, commissions are paid each week on Balanced Volume. This means that if the volumes on each side of your Business Centers are unequal, you will be paid

the commission that corresponds to the GSV of the side with the lesser volume. Extra volume (up to 5,000 points per leg) in either leg is carried over for use in the following week. For example, if you have generated 500 points in GSV on the left side of your Business Center and 700 points on the right side, you will be paid commission on the 500 points (or 100 commission points). The following week, you will begin with 200 carryover points in GSV on your right side. Then, as soon as you generate another 500 points on your left side and 300 points on your right side, you will earn another 100 commission points.

Income Comparison of One Versus Three Business Centers

Assume that each Business Center (including your own) in Figure D is active and has generated sales volume equal to 100 points in PSV within the current week. In this example, you have 10 Business Centers on each side, each generating 100 points in PSV. That is a total of 1,000 points in GSV on your left side and 1,000 points in GSV on your right; your own PSV counts toward the GSV of your upline. According to the Weekly Commission Payout Schedule, your highest balanced GSV is 1,000 on each side, which would earn you a commission of 200 points for the week.

To keep multiple Business Centers active, you must produce at least 200 points in PSV worth of product every four weeks. With three Business Centers (bottom of Figure D), you build balanced legs on two Business Centers and earn commissions on three. Your 002 and 003 Business Centers would each have 500 points in GSV on the left side and 500 points in GSV on the right. According to the Weekly Commission Payout Schedule, the highest balanced GSV is 500, earning you 100 commission points for the week in the 002 and 003 Business Centers. Your 001 Business Center would earn the same 200-point commission as before. That's a 400-point commission for you twice the commission for the week from 20 Business Centers generating 2,000 points in GSV.

Carryover Volume

Assume that each Business Center (including your own) in Figure E is active and has generated 100 points in PSV within the current week. In this example, you have 14 Business Centers on each side, each generating 100 points in PSV. That is a total of 1,400 points in GSV on your left side and 1,400 points in GSV on your right; your own PSV counts toward the GSV of your upline. According to the Commission Payout Schedule your highest balanced GSV is 1,000 on each side, which would earn you a commission of 200 points for the week. The extra GSV would carry forward, and you would start the next week with 400 points in GSV on your left side and 400 points on your right side.

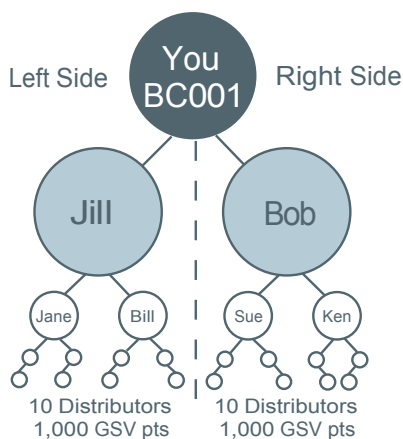
To keep multiple Business Centers active, you must produce at least 200 points in PSV every four weeks. With three Business Centers (bottom of Figure E), you build balanced legs on two Business Centers and earn commissions on three. Your 002 and 003 Business Centers would each have 700 points in GSV on the left side and 700 points in GSV on the right. According to the Weekly Commission Payout Schedule, the highest balanced GSV is 500, earning you 100 commission points for the week in the 002 and 003 Business Centers. Your 001 Business Center would earn the same 200-point commission as before. That's a 400-point commission for you — twice the commission for the week from 28 Business Centers generating 2,800 points in GSV. Plus, the extra Sales Volume in each Business Center would carry forward.

Keeping Your Business Center(s) Active

To receive commissions in the USANA Cellular Compensation Plan, you must keep your Business Center(s) active by achieving a minimum PSV requirement. To keep one Business Center active, you must achieve a PSV of at least 100 points during each four-week rolling period. To keep two or more Business Centers active, you must achieve at least 200 points in PSV during each four-week rolling period.

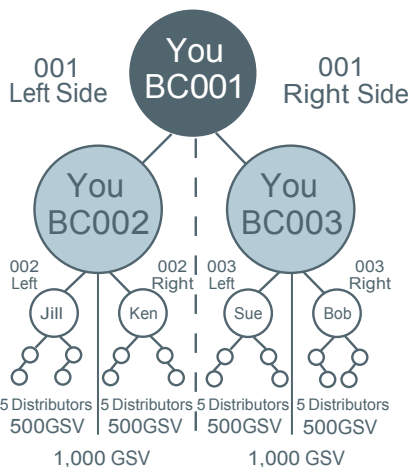
Figure D

1 Business Center



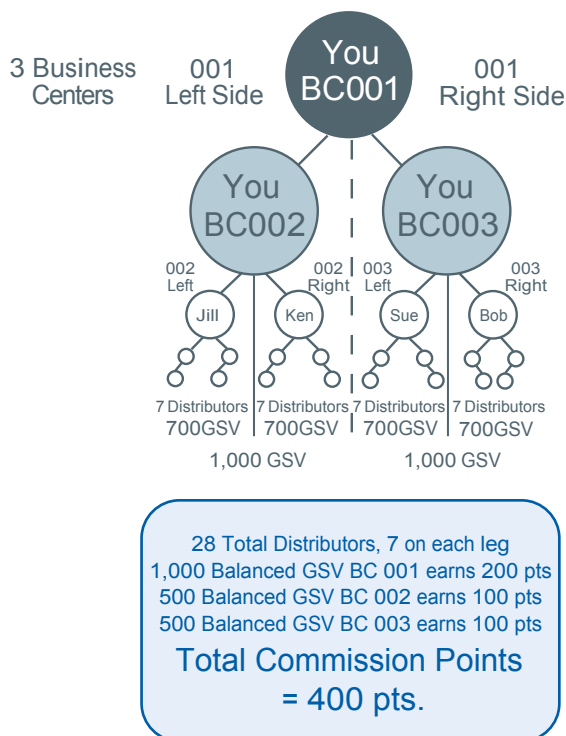
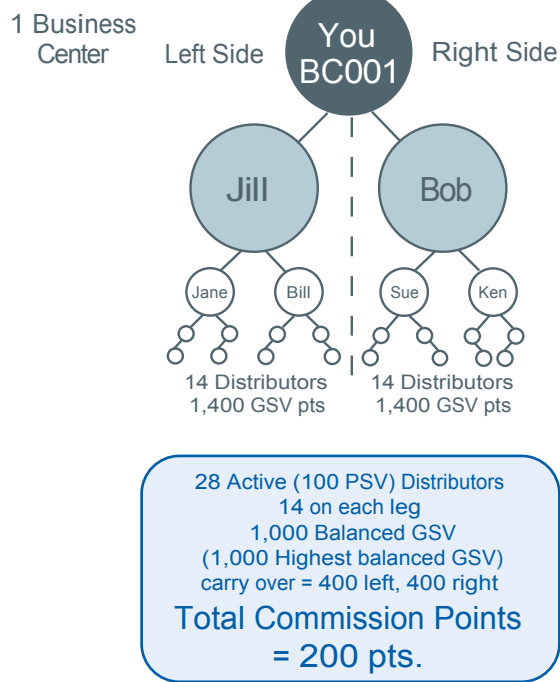
20 Active (100 PSV) Distributors
10 on each leg
1,000 Balanced GSV
Total Commission Points = 200 pts.

3 Business Centers



20 Total Distributors, 5 on each leg
1,000 Balanced GSV BC 001 earns 200 pts
500 Balanced GSV BC 002 earns 100 pts
500 Balanced GSV BC 003 earns 100 pts
Total Commission Points = 400 pts.

Figure E



with 200 points in PSV. It is also important to understand that your first 200 points in PSV during any given four-week rolling period will be placed in your Business Center 001. If, at any time, you allow your Business Center(s) to become inactive, all volume within each of your Business Center(s) will be erased, and the volume will begin at 0 point when the Business Center(s) is reactivated. Remember that your sales requirements must be met at all times in order to qualify for commissions.

Four-Week Rolling Period

Four-Week Rolling Period — The four pay periods (four Fridays) after a Distributor places a product order of 100 points or more. If a Distributor places an order on a Friday, the Friday on which the order is placed does not count as the first of the four pay periods in the Distributor's volume period.

Autoship Convenience and Peace of Mind Plus a 10% Discount

As a convenience and benefit to you, USANA offers all Distributors and Preferred Customers the opportunity to take advantage of its Autoship Program (your subscription to health). The Autoship Program helps increase your potential by ensuring that you have a minimal inventory from which to resell products. To take advantage of the Autoship Program, simply complete an Autoship Form, specifying the products and sales tools you would like to automatically receive every four weeks and the company will ensure that your order is filled and ready for you to pick-up at Product Pickup Center of the store, or product can be shipped directly to your home or other place of business. (To track your Autoship, use the Four-Week Rolling Period Calendar in your BDS.) Autoship requests will always be available at the Pickup Center or shipped regardless of whether the Distributor has placed additional orders throughout the month. Over 90% of all Distributors earning commissions in USANA are enrolled in the Autoship Program. Fill out the Autoship Form today.

Please Note: You may not return product previously certified as sold. You must cancel your participation in the Autoship Program if you do not sell or personally consume at least 70% of each previous order.

Preferred Customer

Another way to accumulate Group Sales Volume (GSV) is by adding Preferred Customers to the left and right of your Business Centers. Preferred Customers are able to order USANA products at wholesale or Autoship prices, but they do not earn commissions. Although you do not earn retail commissions from the orders of Preferred Customers, their orders earn points, which are added to your GSV total for the side in which they are placed (left or right).

Re-Enter with a New Business Center

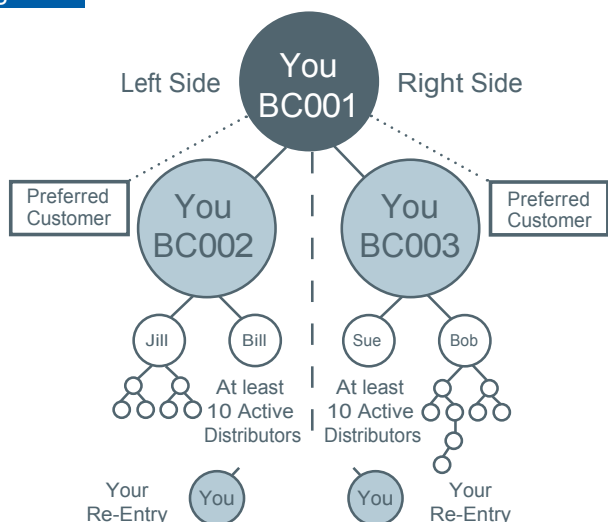
When you maximize a Business Center (by generating 5,000 points in GSV on both the left and right sides of the Business Center), you will be issued an electronic Re-Entry Certificate in your account. You can receive a maximum of two Re-Entry Certificates for each Business Center. The Re-Entry Certificate will allow you to begin another Business Center at the bottom of your organization. This allows you to help others in your sales organization by being involved at a deeper level. Once you establish where you want to re-enter with another Business

IMPORTANT: If you begin your business with three Business Centers, you are not required to achieve 200 points in PSV from the very beginning. Even though you have three Business Centers, you may choose to concentrate on building Business Center 001 early on. Therefore, you can qualify for commissions on this Business Center with 100 points in PSV. As soon as you want to start qualifying for commissions on Business Centers 002 and 003, you can do so by upgrading your PSV to 200 points for each four-week rolling period. Understand, however, that volume in Business Centers 002 and 003 will not begin to accumulate until you have qualified to receive commissions on three centers

Center (see Figure F), the next step is to send a written request to place the new Business Center to Distributor Services with placement information. You may place a new Re-Entry at the bottom of any leg. Re-Entry Certificates will not expire. Your first two Re-Entries earned may be placed at the bottom of any leg in your distributorship. Subsequent Re-Entries must be placed with at least ten active Distributors 001 Business Centers between the Re-Entry and any other personal Business Center. For purposes of Re-Entry placement, an active Distributor is defined as a Distributor that is qualified to earn commissions.

You can then activate the new Business Center by generating 200 points in PSV, as indicated in Step #1 (this must be in addition to the 100 or 200 points in PSV required to keep your existing Business Center(s) active during the four-week rolling period). You must attach the written request to a Product Order Form. Once you have activated your new Business Center, you can keep it and all other Business Centers active during your rolling period by generating 200 points in PSV. Regardless of the number of Business Centers you have, your PSV requirement will never exceed 200 points. With this new Business Center activated, you can begin building an organization of Distributors under it. When you have achieved 5,000 points in GSV in one pay period on each side of this new Business Center, you will receive a Re-Entry Certificate to begin still another Business Center. Because you can receive two Re-Entry Certificates for each of your original Business Centers, as well as two Re-Entry Certificates for each new Business Center, there truly is no limit to the number of Business Centers you can have in your organization. You are limited only by your efforts and by your ability and desire to build financial security for yourself and your family. Because sales in each new Business Center will generate commissions not only for itself, but also for all the Business Centers you may have upline from the new one, developing new Business Centers strengthens your downline organization.

Figure F



Moving a Re-Entry

Once a Re-Entry has been placed it may not normally be moved. However, USANA reserves the right to allow placement changes provided that the Business Center has had no activity (group or personal sales volume) within the last six months and all other rules for the placement of a Business Center are followed. Any such request must be in writing and can only be approved by the Compliance Committee.

PaceSetter & Leadership Advancement

USANA has created the PaceSetter program and leadership levels to help direct your short-term goals. These milestones help you measure your progress as you work toward your ultimate goals.

PACESETTER PROGRAM

A Distributor has the opportunity to qualify for USANA's PaceSetter program, which allows him or her to maximize potential Matching Bonus earnings. PaceSetter status is determined by the number of Distributors he or she sponsors and Sales Volume Points (SVP) they generate during his or her first eight weeks.

PREMIER PLATINUM PACESETTER REQUIREMENTS

Within eight weeks of enrollment, generate 1,600 SVP from four or more personally sponsored Distributors

PREMIER PACESETTER REQUIREMENTS

Within eight weeks of enrollment, generate 800 SVP from two or more personally sponsored Distributors

ANNUAL OPPORTUNITY

While Premier status offers lifetime benefits, an annual opportunity is available for Distributors who do not achieve Premier status. Eight weeks after enrollment and subsequently every year on their enrollment anniversary, Distributors are given eight weeks to qualify as Platinum PaceSetters or PaceSetters.

LEADERSHIP ADVANCEMENT

Each leadership level is earned as you produce specific volume requirements. The levels of leadership are defined in the chart below. Upon reaching the next level, you will receive a pin. Once you advance to a new level, you will not participate at the lower level again.

SHARER	250 Group Sales Volume (GSV) on left and right leg
BELIEVER*	500 GSV on left and right leg
BUILDER	1,000 GSV on left and right leg
ACHIEVER	2,000 GSV on left and right leg
DIRECTOR	3,000 GSV on left and right leg
BRONZE DIRECTOR	4,000 GSV on left and right leg
SILVER DIRECTOR	5,000 GSV on left and right leg
GOLD DIRECTOR	Max out the same Business Center for 4 consecutive weeks
RUBY DIRECTOR	Max out any two Business Centers for 4 consecutive weeks
EMERALD DIRECTOR	Max out any three Business Centers for 4 consecutive weeks
DIAMOND DIRECTOR	Max out any four Business Centers for 4 consecutive weeks
ONE-STAR DIAMOND	Max out any five Business Centers for 4 consecutive weeks
TWO-STAR DIAMOND	Max out any six Business Centers for 4 consecutive weeks
THREE-STAR DIAMOND	Max out any seven Business Centers for 4 consecutive weeks
FOUR-STAR DIAMOND	Max out any eight Business Centers for 4 consecutive weeks
FIVE-STAR DIAMOND	Max out any nine Business Centers for 4 consecutive weeks
SIX-STAR DIAMOND	Max out any ten Business Centers for 4 consecutive weeks
SEVEN-STAR DIAMOND	Max out any eleven Business Centers for 4 consecutive weeks
EIGHT-STAR DIAMOND	Max out any twelve Business Centers for 4 consecutive weeks
NINE-STAR DIAMOND	Max out any thirteen Business Centers for 4 consecutive weeks
TEN-STAR DIAMOND	Max out any fourteen Business Centers for 4 consecutive weeks
ELEVEN-STAR DIAMOND	Max out any fifteen Business Centers for 4 consecutive weeks

*Once you advance to the Believer level, you will not participate in the Sharer level commission again.