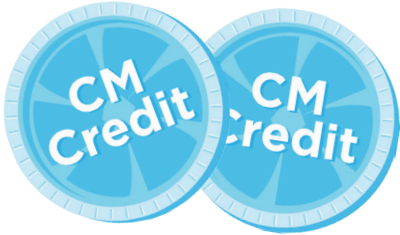


The flexibility you've been asking for!



You have been asking for Advisor Account Credits to be more flexible, and we're thrilled to introduce **CM Credits!** Beginning Oct. 20, 2022, all current (unredeemed or not expired) Account Credits will be turned into your CM Credits balance and all future credits will be added to your CM Credits balance as well. **Let's take a look!**

What is the benefit of CM Credits? To incentivize action!

You will be able to send CM Credits that have an expiration date greater than 31 days in any increment of \$10+ to customers or Advisors.

- **Ideas for customers:** Use CM Credits to encourage customers to take actions. For example:
 - Offer free shipping on an order (use CM Credits to cover the cost of shipping).
 - Place an order on the website and get CM Credits.
 - Invite new customers to come to an event or connect with you on Facebook/YouTube/Instagram with CM Credits toward their first order.
 - Run a contest for customers to complete pages using a CM Credits giveaway.
- **Ideas for Advisors:** Run contests within your team to encourage team members to take actions and use CM Credits as a giveaway when they:
 - Share the Advisor opportunity.
 - Share a promo.
 - Book an event.
 - Complete an action by a certain date.

Ways to earn CM Credits:

- Joining as an Advisor earns you \$50 CM Credits.
- Joining and reaching Level 2 in 60 days earns you \$100 CM Credits.
- Growing your team earns you \$30 CM Credits.
- When your new Downline reaches Level 2 in 60 days, you earn \$50 CM Credits.
- Advisor renewal earns you \$25 CM Credits.
- For every \$2,000 in Personal Sales in a calendar month, earn \$100 CM Credits.
- For every \$2,000 in Group Sales that your team places in a calendar month, earn \$100 CM Credits.

Fast facts:

- All current Account Credits (unredeemed or not expired) will be turned into your CM Credits balance.
- Only Advisors can send CM Credits to other Advisors or customers. (Customers can earn CM Credits by Advisors sharing with them or Customer Service can issue customers CM Credits.)
- CM Credits that have an expiration date greater than 31 days can be sent in any increments of \$10 or more, with no maximum amount.
- CM Credits can be applied to a purchase in any amount, like \$8.41, \$15.92, etc. They do not have to be round numbers.
- Once sent, CM Credits will expire after 31 days.
- CM Credits will expire at different times based upon why they were earned (just like Account Credits).
- You can easily view who you have sent CM Credits to on the My CM Credits page.
- You can easily view how your CM Credit balance breaks down by expiration date on the My CM Credits page under the Expiration Dates tab.
- CM Credits will be visible in the cart — you won't forget to use them! No more complicated codes to key or copy/paste.
- CM Credits can be used in conjunction with other codes.
- After the migration of Account Credits to CM Credits, you will be required to resend any shared Account Credits as CM Credits. Visit your My Achievements page to verify. If the Account Credits you sent were redeemed, they will show as "Yes" under the Redeemed column. Those do not need to be resent as CM Credits. If the redeemed column shows "Converted to CM Credits," those will need to be resent to the person you shared them with.