



**L** LimeLight by Alcone  
*Career and Compensation Plan*



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# *Career and Compensation Plan*

## **HOME OFFICE**

While the *LimeLight by Alcone* Career and Compensation Plan defines the amount of compensation you, as an Independent Beauty Guide, can earn from any given volume of business or level of performance, it has a second and equally important purpose. This plan serves as a guide for your goals, to help you set realistic and achievable benchmarks for building your business.

We wanted our Career and Compensation Plan to create a meaningful, successful career that will allow you to enjoy your life and stay true to who you are. We believe the *LimeLight by Alcone* Career and Compensation Plan described in the next few pages does all of these things and more. It represents the latest thinking in compensation plan design, but at the same time, it is based upon principles that have been proven in practice over many years. Like our products, we believe our Career and Compensation Plan is the very best available. It is easily customized to fit any level of part time or full time involvement. We know you will find it both lucrative and easy to share with others.

*LimeLight by Alcone* has chosen to use direct “party plan” selling as its primary marketing method. People who join *LimeLight by Alcone* as Beauty Guides hold Beauty Shows in people’s homes or other approved venues, sell professional quality cosmetics and natural skin care, and build fun and exciting businesses. Introducing people to *LimeLight by Alcone* products is the foundation of your ongoing success.

Party plan marketing allows you to start a home-based business with very little startup capital and invite others to be part of your Beauty Guide team, thereby enhancing your income potential. The people you bring into your business team as Beauty Guides, together with the people they bring, are called your “Downline.”

At *LimeLight by Alcone*, we believe in teamwork, and therefore encourage you to enlist the support of your Sponsor or Enroller to help build your own personal success.

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## SUMMARY

Each new *LimeLight by Alcone* Beauty Guide starts as a “Beauty Guide-In-Training.” During this training period, your goal is to learn by doing—sharing both the products and the business opportunity, with the guidance and support of your enroller who is specially rewarded for helping properly train you. As an “Activated Beauty Guide”, you will be compensated for your personal sales of *LimeLight by Alcone* products through a retail commission of up to 35%. You can also start building your team and earning bonuses on their direct sales. You’ll earn the most generous rewards when you choose to take a significant leadership role by training and mentoring other Beauty Guides. A glossary has been included at the end to provide definitions of the various terms used in this Career and Compensation Plan, as well as other language used in the party plan profession.

There are nine (9) different ways for you, as a Beauty Guide, to make money in this Career and Compensation Plan. As each one is cumulative, it is very possible for a Beauty Guide to make money in all nine ways, not just three or four.

**1. 20% Beauty Guide-In-Training or Base Commission:** You will earn a Beauty Guide-In-Training Commission of 20% on your first \$1,000 of Personal Retail Value (PRV). Thereafter, you will receive a 20% Base Commission (in the form of either a discount or a commission rebate) on all your PRV, in addition to whatever rate of Enhanced Commission you earn.

**2. Fast Start Incentives:** *LimeLight by Alcone* wants to help you get a strong start by offering you special incentives for early achievement. You can earn one-time Fast Start rewards worth hundreds of dollars in the form of free products, marketing materials and even cash by meeting certain performance benchmarks in your first 100 days. And, to make sure you have your Enroller’s full support, we’ll also give her or him a 100% match on the cash and marketing materials portions of your Fast Start bonuses!

**3. Up to 15% Enhanced Commission:** As an Activated Beauty Guide, you can earn up to 15% additional commission, based on your total volume of personal sales for the month.

**4. 5% BV Direct Enroller Bonus:** When you, as an Active Beauty Guide, personally enroll another Beauty Guide, you will receive a 5% BV Enroller Bonus on that Beauty Guide’s personal sales, for as long as you remain Active. This personally enrolled Beauty Guide is called your Enrollee 1 or “E1.”

**5. 2% BV Certified Mentor Bonus:** With optional certification training, you can qualify to earn an additional 2% BV Certified Mentor Bonus on all the members of your personal group who are “coded” to you as their original Certified Mentor.

**6. Four Levels of 3% BV Leadership Bonus:** When you sponsor someone, they are on your “Level 1” (even if someone above you enrolled them and “placed” them under you) and you will receive a 3% “L1” Bonus on their personal sales. When they sponsor someone, that person becomes your Level 2 and, as you advance in rank, you will be eligible to earn 3% BV Bonuses on your 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Levels.

**7. 2% BV Leader Generation Bonus:** As a Lead Director (LD), you will qualify to receive the 2% BV “Leader Generation Bonus” on your personal sales volume and that of your entire Personal Group or downline.

**8. Three Generations of 3% BV Executive Bonuses:** As a Lead Director (LD), when someone in your downline becomes a LD, they begin their own Leader Generation and your 2% bonus is replaced by a 3% BV 1st Generation LD Bonus on the sales of that person's entire downline. When someone in their downline becomes an LD, that person and their entire group becomes your 2nd Generation. You can earn 3% BV on sales made by all the Beauty Guides in up to three Generations.

**9. Car/Lifestyle Bonus:** When you become a Lead Director, you will begin receiving a monthly "Car/Lifestyle Bonus" that you can use for any visible enhancement to your quality of life, such as a luxury car, a bigger home, etc. This "Car/Lifestyle Bonus" can be as much as \$1,000 per month on top of all the other commissions and bonuses set forth in this plan.

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## I. GETTING A STRONG START

Your first step was to complete a Beauty Guide Application and purchase a basic starter kit.

### **Earn While You Learn**

As soon as your application has been accepted by the Company, you will be designated as a Beauty Guide-in Training, immediately eligible to earn a 20% retail commission on your first \$1,000 PRV (your "Activation Sales"). Upon accumulating your first \$1,000 in customer PRV, you will be promoted to an "Activated" Beauty Guide and be eligible for Enhanced Commissions, making it possible for you to earn up to 35% on your own retail sales.

The easiest and fastest way to meet the requirements for becoming an official Beauty Guide is to hold your "Grand Opening Beauty Show." This will get you started booking other Beauty Show events and sponsoring others into your business so you can receive bonuses on their sales. Your "Grand Opening Beauty Show" can be compared to the grand opening of any new business. It is a special event where you may host your friends, relatives and others who will want to support your new business. While this event is similar to a standard Beauty Show, it is your own grand opening with full support from your Sponsor and the Company. You will also be able to accumulate Host rewards when you host your own "Grand Opening Beauty Show."

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## II. BUILDING YOUR RETAIL SALES

The foundation of your *LimeLight by Alcone* business is selling products and creating new customers. When you lead a Beauty Show, you are sharing your enthusiasm for the products, taking orders to be fulfilled by the Company and developing customer relationships. This generates the revenue from which your commissions, and the bonuses earned by your upline for helping you, are paid.

### Get a Fast Start!

*LimeLight by Alcone* knows that the chances for your success will be greatly improved if you start strong in your business. To demonstrate our commitment to you and to provide a special incentive for your early achievement, we will provide you with substantial Fast Start rewards in the form of product credits and cash when you reach specific, very achievable performance goals in your first 100 days. Details of the Company's current Fast Start Rewards program can be found in The Green Room section of your personal *LimeLight by Alcone* website. To encourage your Enroller's full support, we'll give her or him a 100% match on your Fast Start marketing materials and cash bonuses. Of course, when you enroll others on your Team, you will also have the opportunity to earn the same match on their Fast Start bonuses!

### Earn Enhanced Commissions

Your Enroller has a strong incentive for helping you with your Activation Sales, since they will earn the Enhanced Commissions on your first \$1,000 of sales. This "shared commission" arrangement assures that your Enroller is highly motivated to help you achieve your first goal.

Once you have completed your first \$1,000 in retail sales, you can earn Enhanced Commissions based on your total personal retail sales each month. You begin every month with a base commission of 20%. As you conduct Beauty Shows during the month, your PRV will build and your total commissions on your personal sales can grow to 25%, 30% or even 35% (see Table 1 on the next page).

**Example:** During your first month as a Beauty Guide-in-Training, you conduct Beauty Shows that generate \$1,500 in retail sales. You would earn a Base Commission of 20% (\$200) on your first \$1,000 and an Enhanced Commission of 25% (\$125) on the additional \$500 in sales (see Table 1), earning you a total of \$325. When you create more sales that same month you will continue to increase your commissions on sales made beyond your one-time \$1,000 Activation requirement.

As an added benefit for people who build teams, you can also qualify for an Enhanced Commission rate on your personal sales by building your team sales (known as your "Group Retail Value" or "GRV"). In this way, leaders can devote time to helping people in their groups and still qualify for the highest Enhanced Commission rate on their own personal sales. Each month begins a new cycle of your personal and group sales activity along with the potential for earning Enhanced Commissions on all sales that month and future months.

**Table 1, Enhanced Personal Retail Value Commissions**

<i>Personal Retail Value (PRV) or Group Retail Value (GRV) Current Month Plus Meet Active Status</i>	<i>PRV Commissions Earned</i>
\$1 - \$499 PRV	20%*
\$500 - \$1,999 PRV	Plus 5% paid monthly
\$2,000 to \$3,999 PRV OR \$5,000 GRV + Personally Active	Or 10% paid monthly
\$4,000 or more PRV OR \$10,000 GRV + Personally Active	Or 15% paid monthly

**Note 1:** This 20% is the base commission available to all Beauty Guides for all product sales. When a Beauty Guide orders merchandise from the Company, she will automatically receive this commission in the form of an immediate discount. However, when customers place orders at her Beauty Shows or order products through her website, the Company will rebate her commission to her at the end of the month along with Enhanced Commissions based on her total PRV or GRV for the previous month.

**The Shine on Program**

*LimeLight by Alcone* knows there is an essential beauty inside every woman just waiting to be expressed. We are committed to making professional grade cosmetics, natural skin care and makeup expertise available to everyone so your customers can experience the ultimate expression of their personal beauty right from their own home, or wherever they are!

The *LimeLight by Alcone* Shine On Program (SO) was designed for your retail customers who want to enhance their beauty through the ongoing use of *LimeLight by Alcone* cosmetics and skin care. This plan provides for an uninterrupted monthly selection of the unique *LimeLight by Alcone* products of their choice to be automatically shipped to your SO customer and billed against a credit or debit card. There are no hassles with placing monthly orders.

Note: There is no contract required for this convenience. If they wish to change their order or discontinue their product shipment they may do so at any time, simply by contacting the company at least 10 days prior to scheduled autoship date.

## **How Do You Benefit as the Enrolling Beauty Guide?**

When you enroll SO Program members, you will continue to receive your full 20% SRP retail commission on regularly priced products, just as if they had purchased their product at a Beauty Show. Plus, like any other sale, you can earn up to an additional 15% Enhanced Commission on their actual purchases, based on your monthly volume. NOTE: Adjusted commissions or bonuses may apply for discounted prices and no commissions or bonuses will be paid on free products.

At *LimeLight by Alcone*, we want you to enjoy the business stability and profitability that can only come from the magic of Recurring Monthly Revenue (RMR). We want you to know that when you introduce new people to the wonderful world of *LimeLight by Alcone's* professional grade cosmetic and skin care products, we are committed to supporting and developing those customers for your long-term benefit. We will always do our best to make you and your business look good by professionally servicing their orders, courteously answering any questions they may have, and consistently offering them new opportunities to enjoy *LimeLight by Alcone's* expansive range of products.

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### III. WORKING WITH OTHERS TO BUILD A TEAM

There are many ways to earn money from your *LimeLight by Alcone* business. Keep in mind that all these ways of earning income are cumulative, and can reward you generously for your efforts. After you have achieved your initial \$1,000 PRV “Activation Volume”, you will need to maintain personal retail sales (including your Beauty Show sales, your Shine On Program member sales and any products you purchase for your personal use) of at least \$300 each month to be considered “Active” as a Beauty Guide for that month. When you are “Active,” you will be eligible to receive bonuses on the sales of other Beauty Guides you have recruited, or that they have recruited, and so on. This is known as your “Team” (sometimes also referred to as your “group,” your “downline,” or your “organization.”)

#### Helping Your Enrollees Get Started

When you enroll a new Beauty Guide, you have a responsibility to support that person in launching her new business. It's important to help your new enrollees become “Activated” Beauty Guides by achieving their first \$1,000 PRV in customer sales quickly. Generally, the best way to do this is help them schedule, plan, and conduct their “Grand Opening Beauty Show” within two weeks. Attend whenever possible to support them in creating retail customers and Shine On Program members, booking other Beauty Show events, and sponsoring others into their business to start building their team and become eligible for team bonuses. While they are accumulating their first \$1,000 in retail sales volume, Beauty Guides-In-Training are eligible to earn the Base 20% Commission on those sales.

While your enrollee is a “Beauty Guide In Training” you as their trainer, may count their Activation sales volume for the month (up to their first \$1000 PRV) toward your PRV for the month to determine your Enhanced Commission value (EPRV). This EPRV can qualify you for Enhanced Commissions on the PRV of your own orders, plus give you the opportunity to earn the 5%, 10% or 15% Enhanced Commission on the first \$1000 PRV of your Beauty Guide in Training.

**Example 1:** your BGIT sells \$500 PRV this month and you sell \$500 PRV this month - your EPRV for the month will be \$1000. This would qualify you for a 5% Enhanced Commission (see benchmarks below) and you would earn this on your own \$500 PRV and your BGIT's \$500 PRV (as long as it is part of their initial \$1000 PRV) for a total Enhanced Commission of \$50.00 (5% of \$1000 PRV).

**Example 2:** If you have more than one BGIT and 1 sells \$500 PRV this month and 1 sells \$1000 PRV this month and you sell \$500 PRV this month - your EPRV will be \$2000 (as long as both BGITs' PRV is part of their initial 1000 PRV). This would qualify you for a 10% Enhanced Commission (see benchmarks below) and you would earn this on your own \$500 PRV, your 1st BGIT's \$500 PRV and your 2nd BGITs \$1000 PRV for a total Enhanced Commission of \$200.00 (10% of \$2000 EPRV).

You do have to be Active (\$300 PRV) to earn Enhanced Commissions and have a Paid as Rank of at least Beauty Guide. Also, EPRV does not count towards any rank advancement, any other commission, TGRV or your monthly activation volume.

#### Enhanced Commission benchmarks for PRV and EPRV:

\$500 to \$1999 PRV or EPRV - 5%

\$2000 to \$3999 PRV or EPRV - 10%

\$4000 or more PRV or EPRV - 15%

Enhanced Commission benchmarks can also be met through GRV (Group Retail Value) but EPRV does not count towards these volumes (see Table 1).

**Note:** The examples above describes ONLY the “Enhanced Commissions” portion of this Compensation Plan and does not consider any additional benefits you may receive through matching Fast Start Bonuses or as a result of increased group volume

### **The Role of a Certified Mentor**

A Certified Mentor is a Beauty Guide who has reached the rank of Star Beauty Guide and completed the optional Mentor Certification Program. A Certified Mentor (CM) is responsible for providing training, coaching, and encouragement to the Beauty Guides coded to her. Your CM may be your personal Enroller or someone in your upline genealogy.

When you reach the rank of Star Beauty Guide, you will have the opportunity to become a Certified Mentor for your team. Once you are certified, you will receive a special 2% BV CM Bonus on the sales of everyone who joins your team from then on, until someone else in your team becomes a CM. And, even when that happens, everyone in their team who joined prior to their certification will remain “coded” to you, meaning you were their original CM. Only the original CM for any Beauty Guide may receive the 2% CM Bonus.

As a CM, you will share the responsibility for the support of each Beauty Guide on your team with that Beauty Guide’s enroller and sponsor. The larger you build your team, the more significant your CM Bonus can be. To continue earning the CM Bonus, you must be a Paid As Star Beauty Guide or higher rank. If you drop below the rank status of Paid As Star Beauty Guide in any month, you will be ineligible to receive the CM Bonus until you regain that rank.

### **Earning Level Bonuses**

By helping the people you recruit build their teams, you support their successes while you develop depth in your organization. *LimeLight by Alcone* compensates you for building depth by paying you through up to four Levels of Beauty Guide sales volume in your organization. The term “Level” is used to describe your relationship to the other Beauty Guides. For example, when you sponsor someone, that person is your Level 1. When that person sponsors someone, the new Beauty Guide becomes your Level 2, and so on. You can earn the right to receive bonuses on up to four levels of Active Beauty Guides (see Table 2) and unlimited levels when you become an Executive Director (see Table 3).

#### **Some Important Definitions:**

**Active:** To be considered “Active” in a particular month, a Beauty Guide must achieve personal sales volume (including Beauty Show sales, Shine On member sales and any products purchased for that Beauty Guide’s personal use) of at least \$300 PRV in that calendar month.

**Bonus Value (BV):** A Bonus Value is assigned to each product sold by each Beauty Guide for the purpose of calculating the appropriate revenue share based on the rules of the Compensation Plan. Each *LimeLight by Alcone* product carries an assigned “Bonus Value” (BV) that is usually 70% of SRP. However, occasionally a low margin product may be assigned a BV that is less than wholesale price so it can be supported by the Career and Compensation Plan. Unless otherwise specifically noted, BV is 70% of suggested retail price.

**“Paid As” and Rank Maintenance:** Each Beauty Guide must meet personal sales requirements to be considered “Active” each month. In addition, a Beauty Guide who has been promoted to a specific “rank” in the Career and Compensation Plan may also need to meet certain rank-specific maintenance requirements every month in order to be “Paid As” their earned rank for that month. If a Beauty Guide fails to meet the maintenance requirements for his or her rank in a particular month, they will be Paid As the rank for which they have qualified during that month.

**Vacation Program:** *LimeLight by Alcone* recognizes that a Beauty Guide who is working hard to build her business will sometimes need a vacation to re-energize. This is healthy and beneficial, and *LimeLight by Alcone* encourages its Beauty Guides to plan for some time off periodically to enjoy the fruits of their labors. *LimeLight by Alcone* has provided for this by creating a “Vacation Month,” in which these qualifications may be waived, if certain conditions are met.

As long as you have been Active for at least four consecutive months and qualified to be “Paid As” your highest earned rank for the two months prior to your vacation request, you will qualify for a one time (per year) benefit of a Vacation Month. This means that you will be “Paid As” your highest rank based on the previous two months for all Enroller Bonuses and downline level and generation bonuses as well as for your rank appropriate Car/Lifestyle Bonus.

**Total Group Retail Value (TGRV):** This is the total retail sales volume created by you and all your downline Beauty Guides through unlimited depth combined to determine your Total Group Retail Value. This TGRV is used to calculate various forms of qualification for earning new rank promotions and rank maintenance in the Career and Compensation Plan. It is sometimes subject to the 40% Rule. (See Glossary for definitions).

**Wholesale Price:** All *LimeLight by Alcone* products have a Suggested Retail Price (SRP) and may be purchased by Beauty Guides at a “Wholesale” price that is 20% less than the SRP. This difference between the SRP and the Wholesale price may either be taken as a discount or received as a rebate, depending on how the funds are received by the company, and is called a commission.

**Enroller Bonus:** When you enroll a new Beauty Guide, as the qualified Enroller, you will receive a special 5% BV Enroller Bonus on any direct Enrollee’s Personal BV as long as you are personally “Active.” Note: The Enroller Bonus is for direct Enrollees only and is not subject to Compression (see definition of “Compression” in the Glossary).

**The Enroller and Sponsor Relationships:** As an additional means for you to help others in your downline sales organization succeed and thereby help yourself, *LimeLight by Alcone* tracks two different types of relationships among its Beauty Guides known as: the “Enroller relationship” and the “Sponsor relationship.”

An Enroller is an existing Beauty Guide of any rank that first explains the *LimeLight by Alcone* business opportunity to a potential new Beauty Guide, and subsequently helps them to enroll as a Beauty Guide. *LimeLight by Alcone* recognizes an “Enroller relationship” between these two Beauty Guides and maintains it accordingly.

A Sponsor is a Beauty Guide of any rank who is immediately upline in an organization from a new or existing Beauty Guide, and is generally responsible for the day-to-day coaching, encouragement, and assistance of the Beauty Guides immediately below them. The Enroller and the Sponsor of a new Beauty Guide is usually the same person, though they do not have to be.

**Placement Option (Star Beauty Guides or Higher Rank Only):** Upon meeting the qualifications for the rank of Star Beauty Guide, a Beauty Guide has the option of placing a new personal Enrollee under another Beauty Guide when this is appropriate for accelerated team building. We then recognize a “Placement Sponsor relationship” based on the sponsor position between these two Beauty Guides. This gives you the ability, as a Star Beauty Guide or above, to strategically build your business to achieve the maximum benefit from the talents, experience and capabilities of every member of your team. When you qualify as a Star Beauty Guide, we will train you how to use this important feature.

**Star Beauty Guide Training:** After qualifying for the rank of Lead Beauty Guide, you may immediately begin qualifications for the rank of Star Beauty Guide. The Company has developed a special Star Beauty Guide Training Program, which provides the knowledge and tools to grow your business through enhanced team building. You must complete this training before being recognized as a Star Beauty Guide. This will now provide you with the option of placing a personally enrolled Beauty Guide under another member of your organization who you feel may be a good trainer and Sponsor.

**Compression:** Level Bonuses are earned by and paid to Beauty Guides that are Active and bonus qualified at various ranks in the Compensation Plan. When a Beauty Guide fails to meet the minimum Active requirement for earning bonuses at his or her titled position, we will search down each line of your team until we find a Beauty Guide who is Active, no matter how far downline we have to look. That Active Beauty Guide’s Personal Bonus Value for the Level plan will then be “Compressed” to include all the volume that may have been generated by all non-Active Beauty Guides in between to create the next level until the payout requirements of this Compensation Plan have been satisfied with Active Beauty Guide levels. The term “Compression” is used to describe the temporary condition that occurs when a Beauty Guide fails to meet their Active maintenance requirement for a particular pay period. Compression does not apply to the Enroller Bonus.

**Table 2, Retail Commission and Leadership Bonuses**

<i>Rank</i>	<i>Beauty Guide in Training</i>	<i>Beauty Guide</i>	<i>Lead Beauty Guide</i>	<i>Star Beauty Guide</i>	<i>Director</i>
<b>QUALIFICATIONS TO EARN A RANK AND MONTHLY MAINTENANCE</b>					
	Purchase your Beauty Guide Basic Starter Kit.  Earn 20% commission for 1 <sup>st</sup> \$1,000 PRV	Complete your Beauty Guide in Training after your 1 <sup>st</sup> \$1,000 PRV  To receive enroller and level bonuses you must be active  Once you promote to Beauty Guide this becomes your ongoing base level.	Be Active* + 2 Active Beauty Guide Lines**  AND  Maintain \$2,500 in TGRV in one month	Be Active* with 3 Active Beauty Guide Lines,** including 1 Lead Beauty Guide Line or above, and Maintain \$5,000 in TGRV in one month  Plus Complete Star Beauty Guide Training (Strategic Placement)Eligible for Optional Certified Mentor Training	Be Active* with 4 Active Beauty Guide Lines,** including 1 Lead Beauty Guide Line or above, and 1 Star Beauty Guide Line or above, and Maintain \$10,000 in TGRV in one month
<b>RETAIL COMMISSION</b>					
	20% Commission  Note: Enroller/Trainer receives volume credit toward Personal Enhance Commission	20% - 35% Commission***	20% - 35% Commission***	20% - 35% Commission***	20% - 35% Commission***
<b>ENROLLER AND LEVEL BONUSES</b>					
Enroller Bonus	5%	5% BV	5% BV	5% BV	5% BV
Level 1		3% BV	3% BV	3% BV	3% BV
Level 2			3% BV	3% BV	3% BV
Level 3				3% BV	3% BV
Level 4					3% BV
Certified Mentor				2% BV	2% BV
<p><b>*ACTIVE:</b> Be Active by achieving personal sales volume (including your Beauty Show sales, your PC Club member sales and any products you purchase for your personal use) of at least \$300 PRV in the calendar month.</p> <p><b>**ACTIVE LINE:</b> A line with at least one Active Beauty Guide.</p> <p><b>***</b> See Enhanced Commission Schedule in Table #1.</p> <p><b>BV BONUS VALUE:</b> The value on which downline Team bonuses are calculated; usually 70% of SRP, but could be different on certain low margin products.</p>					

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## HOW TO QUALIFY AND MAINTAIN THE BENEFITS OF RANK

**Beauty Guide in Training:** The beginning position in the *LimeLight by Alcone* Compensation Plan is Beauty Guide-in-Training. You become a Beauty Guide-in-Training when you:

### **Qualifications**

1. Agree to *LimeLight by Alcone* Terms and Conditions on the website and receive notification from the company that your application has been accepted;
2. Purchase the Beauty Guide Basic Starter Kit

**Beauty Guide:** You will automatically advance to the rank of Activated Beauty Guide when you:

### **Qualifications and Monthly Maintenance**

1. Generate \$1,000 in PRV over any period of time; and
2. Maintain a minimum personal sales volume (including your Beauty Show sales, your PC Club member sales and any products you purchase for your personal use) of \$300 PRV each month to be considered Active for that month.

**Lead Guide:** You will achieve the title of Lead Beauty Guide when you:

### **Qualifications and Monthly Maintenance**

1. Are personally active;
2. Maintain at least two Active Beauty Guide Lines; and
3. Maintain \$2,500 in TGRV.

**Star Beauty Guide:** You achieve the title of Star Beauty Guide when you:

### **Qualifications and Monthly Maintenance**

1. Are personally active;
2. Maintain at three Active Beauty Guide Lines, including one Lead Beauty Guide Line (or above);
3. Complete Star Beauty Guide Training; and
4. Maintain \$5,000 in TGRV.

**Director:** You achieve the title of Director when you:

### **Qualifications and Monthly Maintenance**

1. Are personally active;
2. Maintain four Active Beauty Guide Lines, including one Lead Beauty Guide Line (or above) and one Star Beauty Guide Line (or above); and
3. Maintain \$10,000 in TGRV.

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## IV. EARNING GENERATION BONUSES

When you become a Lead Director under this plan, you begin to qualify for “Generation Bonuses.”

**Note:** As a “Paid As” Lead Director, you will continue to receive your 5% Enroller Bonuses, your 3% Level Bonuses through four levels and your 2% Certified Mentor Bonuses, just as you did when you were a Director. Generation Bonuses are in addition to your other bonuses.

### **The Leader Generation**

As a Lead Director, you may qualify for the “Leader” Generation Bonus—a 2% BV group bonus on your entire Lead Director Personal Group which includes the personal BV of every Beauty Guide, Lead Beauty Guide, Star Beauty Guide and Director to unlimited depth until reaching another qualified Lead Director ranked person. It is important to understand that the “Leader” Generation is not level sensitive and provides an outstanding method for sales leaders to earn significant income on their personal Lead Director group. Monthly maintenance rules apply (see Table 3).

### **Leaders Paid on Leaders**

When a Director in your downline achieves the rank of Lead Director, that new Lead Director leaves your “Leader” Generation and becomes your Generation 1. You will now begin receiving a 3% BV Generation Bonus on that Lead Director’s personal Group Bonus Value (GBV) to unlimited depth until reaching another Lead Director or higher rank in a particular Line.

Upon becoming a Star Director, when your 1st Generation Lead Director has someone in her or his group who becomes a 1st Generation Lead Director, that person’s organization becomes your 2nd Generation, and you receive a 3% BV Generation Bonus on that Lead Director’s personal GBV to unlimited depth until reaching another Lead Director or higher rank in a particular Line. Monthly maintenance rules apply (see Table 3).

Upon becoming a Senior Director, when your 2nd Generation Lead Director has someone in her or his group who becomes a 1st Generation Lead Director, that person’s organization becomes your 3rd Generation, and you receive a 3% BV Generation bonus on that Lead Director’s personal GBV to unlimited depth until reaching another Lead Director or higher rank in a particular Line. Monthly maintenance rules apply (see Table 3).

Generation bonuses are paid to unlimited depth in each generation until another Lead Director or higher rank person is found. This continues down to a maximum of three Generations (see Table 3 below).

**Table 3, Executive Bonuses**

<i>Rank</i>	<i>Lead Director (LD)</i>	<i>Star Director (SD)</i>	<i>Senior Director (SND)</i>
<b>PROMOTION REQUIREMENTS</b>			
	Active + 5 Active Beauty Guide Lines, 1 of which contains a Director + \$25,000 TGRV* in one month	Active + 5 Active Beauty Guide Lines, including 1 Director Line and 1 BGD Line + \$50,000 TGRV* in one month	Active + 5 Active Beauty Guide Lines, including 2 Director Lines, 1 BGD Line and 1 LBGD Line + \$100,000 TGRV* in one month
<b>MONTHLY MAINTENANCE REQUIREMENTS</b>			
	Active + Structure & Volume above OR \$40,000 TGRV* per month 40% Rule applies**	Active + Structure & Volume above OR \$80,000 TGRV* per month 40% Rule applies**	Active + Structure & Volume above OR \$150,000 TGRV* per month 40% Rule applies**
<b>BONUSES BY GENERATION</b>			
Car/Lifestyle Bonus	\$500	\$750	\$1,000
“Leader” Generation	2% GBV	2% GBV	2% GBV
Generation 1	3% GBV	3% GBV	3% GBV
Generation 2		3% GBV	3% GBV
Generation 3			3% GBV

**\*TOTAL GROUP RETAIL VALUE (TGRV):** This is the total PRV created by you and all your downline Beauty Guide teams in the sponsor genealogy calculated to infinite depth. This TGRV is used to calculate various forms of qualification for earning new rank promotions and rank maintenance in the Compensation Plan. It is sometimes subject to the 40% Rule.

**\*\*40% RULE:** No more than 40% of your required TGRV can come from any one Line, depending on your Executive Rank.

**NOTE:** Compression Rules Apply - See Compression (Generational) in Glossary of Terms.

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## PROMOTION & MONTHLY MAINTENANCE REQUIREMENTS ON YOUR EXECUTIVE LEVEL

### Lead Director

**Promotion:**

1. Personally Active
2. Five Active Beauty Guide Lines, one of which contains a Director
3. Generate \$25,000 TGRV in one month

**Maintenance:**

1. Personally Active
- 2A. Structure and Volume above; OR
- 2B. \$40,000 TGRV per month (The 40% Rule applies)

### Star Director

**Promotion:**

1. Personally Active
2. Five Active Beauty Guide Lines, including one Director Line and one Lead Director Line
3. Generate \$50,000 TGRV in one month

**Maintenance:**

1. Personally Active
- 2A. Structure and Volume above; OR
- 2B. \$80,000 TGRV per month (The 40% Rule applies)

### Senior Director

**Promotion:**

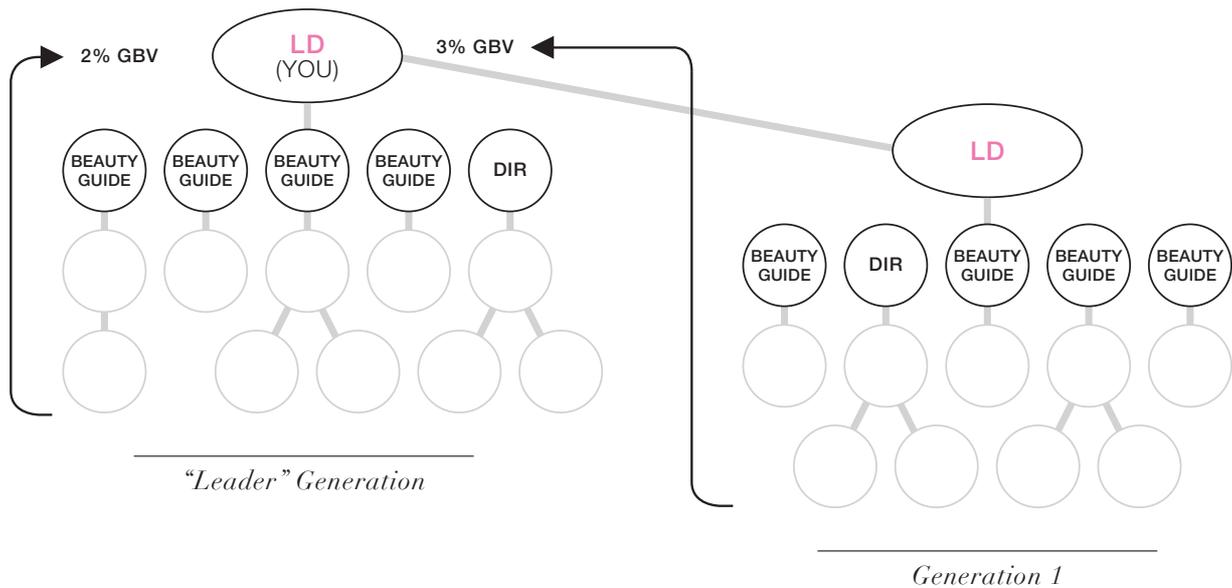
1. Personally Active
2. Five Active Beauty Guide Lines, including two Director Lines, one Lead Director Line and one Star Director Line
3. Generate \$100,000 TGRV in one month

**Maintenance:**

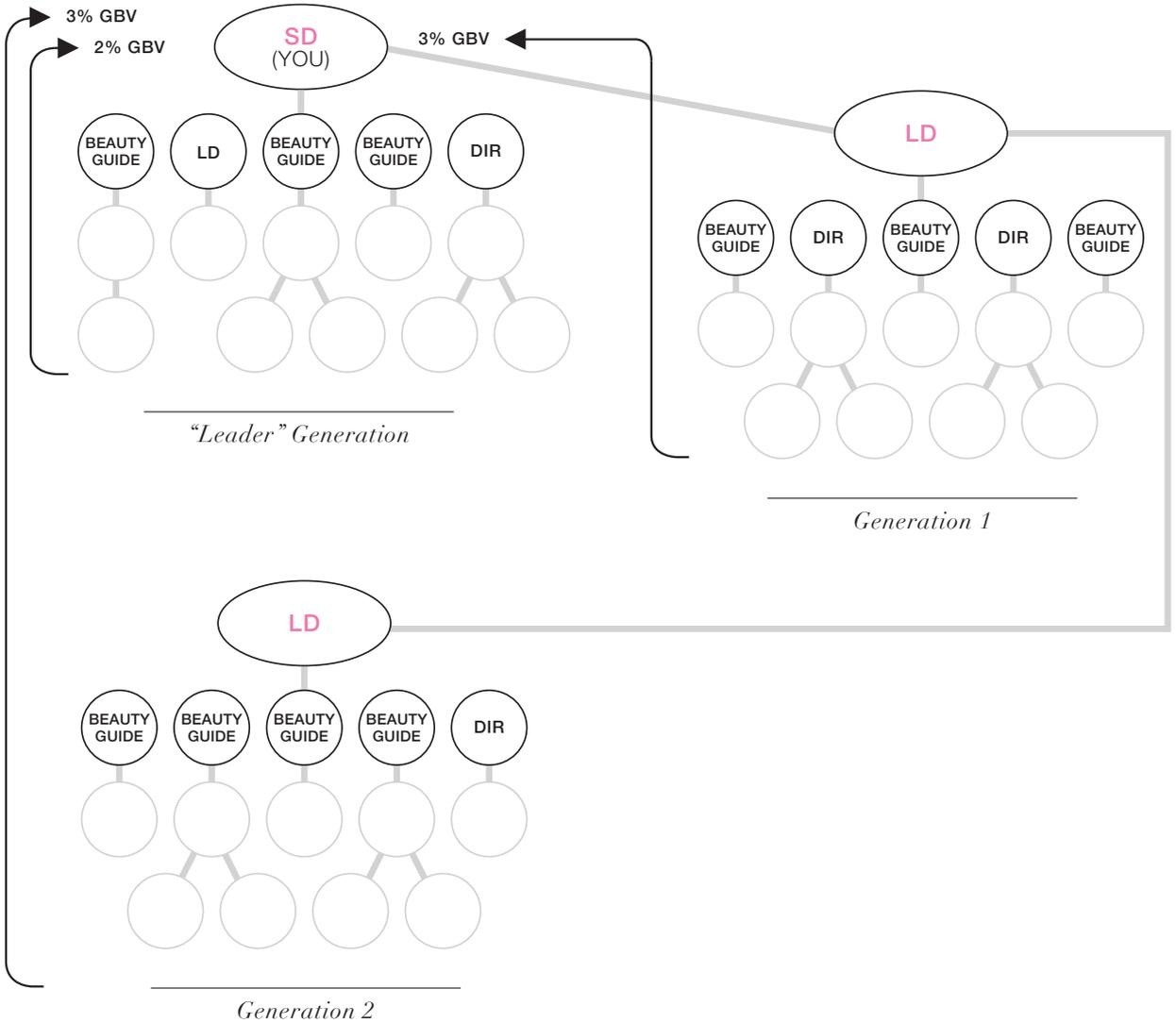
1. Personally Active
- 2A. Structure and Volume above; OR
- 2B. \$150,000 TGRV per month (The 40% Rule applies)

Table 4, Understanding Generations

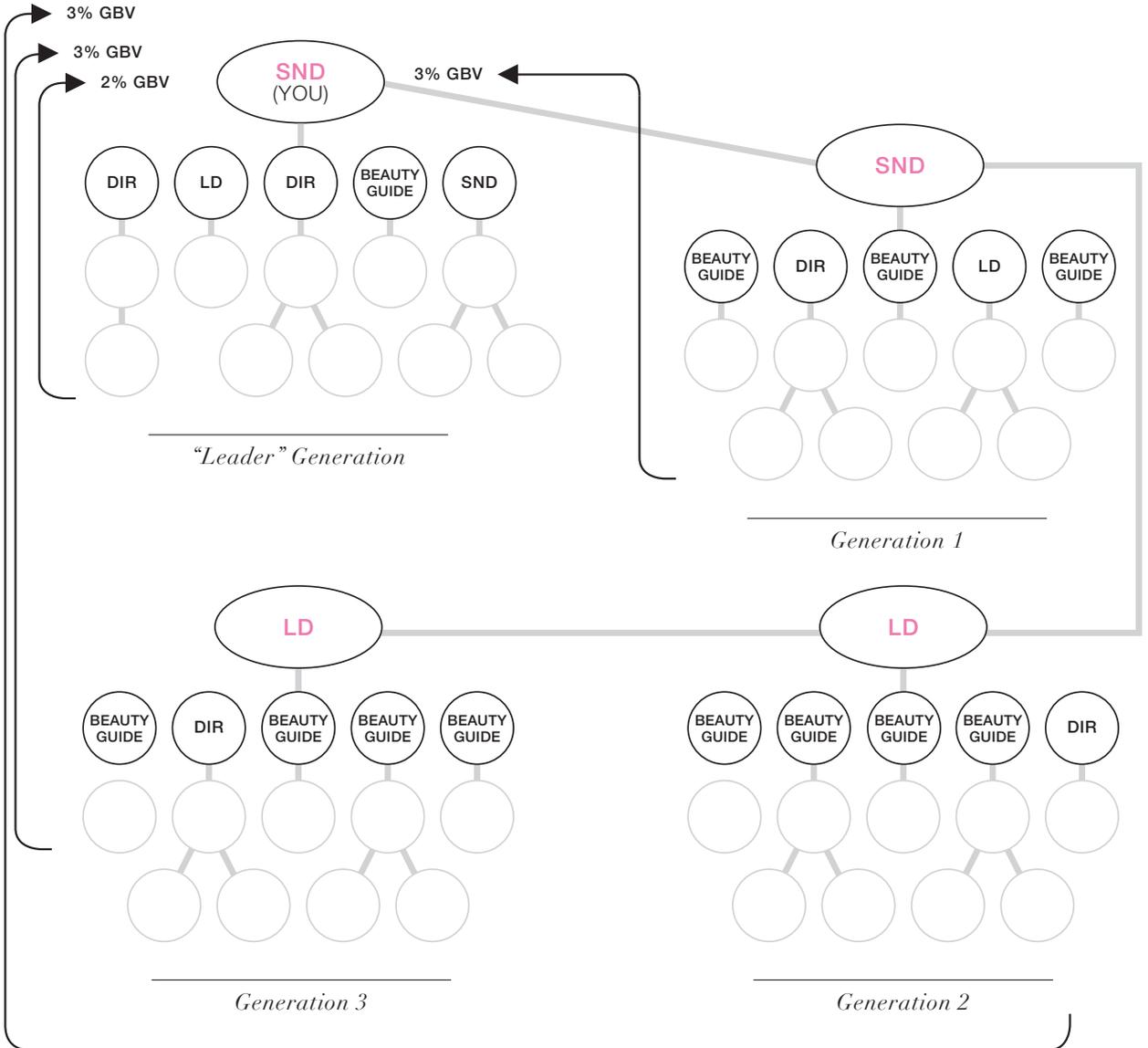
*You as Lead Director (LD)*



*You as Star Director (SD)*



*You as Senior Director (SND)*



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## THE LIMELIGHT BY ALCONE CAR/LIFESTYLE BONUS PROGRAM

*LimeLight by Alcone* offers one of the most lucrative Car/Lifestyle Bonus Programs in the industry. Even if you are still part-time, *LimeLight by Alcone* helps you leverage your time and effort by enhancing your income with their Car/Lifestyle Bonus Program.

When you earn the rank of Lead Director you may start earning a \$500 Car/Lifestyle Bonus each month that you maintain your Lead Director rank qualification and create \$25,000 TGRV. Monthly maintenance and the 40% Rule applies (see Table 5).

Advancing to the rank of Star Director and Senior Director will provide an opportunity to increase your Car/Lifestyle Bonus from \$500 up to as much as \$1,000 per month as long as you meet the monthly maintenance qualifications and the 40% Rule (see Table 5).

Upon earning a particular rank and then meeting this TGRV qualification, you will receive your Car Lifestyle Bonus associated with that rank. While rank qualification may be obtained by building certain Beauty Guide structure, you only qualify for a Car/Lifestyle Bonus by meeting the necessary maintenance qualifications associated with that rank and subject to the 40% Rule. If you do not maintain the requirement of a particular rank, you will receive the Car/Lifestyle Bonus "Paid As" the rank at which you qualify for that particular month. The following chart will explain how this works.

### The LimeLight by Alcone Car/Lifestyle Bonus Program

<i>Rank</i>	<i>TGRV</i>	<i>Earn</i>
Lead Director	\$25,000	\$500
Star Director	\$50,000	\$750
Senior Director	\$100,000	\$1,000

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## GLOSSARY OF TERMS

**Activated:** When a Beauty Guide-in-Training reaches \$1,000 in retail sales, they will be immediately recognized as Activated and advanced to the rank of Beauty Guide.

**Active:** A Beauty Guide is considered “Active” in a calendar month in which he or she maintains a minimum personal sales volume (including Beauty Show sales, Shine On Program member sales and any products purchased for personal use) of \$300 PRV during that month.

**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.

**Basic Starter Kit:** Sometimes referred to as Business Kit. This kit contains the tools, brochures, manuals, and application forms relative to the *LimeLight by Alcone* business.

**Bonus:** Not to be confused with Commission. This is the remuneration that is based on the assigned Bonus Value of sales volume of others, downline of the payee, in accordance with the respective provisions of the Compensation Plan.

**Bonus Qualified:** You are bonus qualified when you are a Beauty Guide in good standing and have met the minimum personal sales requirements to be considered “Active” for the applicable pay period.

**Bonus Value (BV):** Bonus Value is assigned to each product sold by a Beauty Guide for the purpose of calculating the appropriate revenue share based on the rules of the compensation plan. Each *LimeLight by Alcone* product carries an assigned BV that is usually 70% of Suggested Retail Price (SRP). However, some lower profit margin products may be assigned a different BV rate, so they can be supported by the compensation plan. Typically, products have a BV equal to 70% of their SRP.

**Commission:** Although it is often taken as a discount against the SRP and therefore shows up as the Beauty Guide’s gross profit on the sale, the amount of money that a Beauty Guide earns when a product is sold at retail to a customer is considered to be Commission. This should not to be mistaken as a Bonus. Some other companies refer to bonuses as commissions. It is important to understand the difference.

**Company:** The *LimeLight by Alcone* corporate or home office.

**Compensation Plan:** Sometimes erroneously called the “Marketing Plan,” the compensation plan is actually only one part of the company’s overall marketing plan. The compensation plan is the company’s official set of definitions and performance requirements, as published in *LimeLight by Alcone* Beauty Guide Manual, by which it pays Beauty Guides.

**Compression (Level 1):** Level Bonuses are earned by and paid to Beauty Guides that are Active and qualified at various ranks in the plan. When a Beauty Guide fails to meet the minimum Active maintenance requirement, the Company will search downline until it finds a Beauty Guide who is Active, no matter how far downline we have to search. That qualified Beauty Guide's personal volume for the Level plan then "Compresses" to include all the volume that may have been generated by all Non-Active Beauty Guides in between to create the next level until the payout requirements of this Compensation Plan have been satisfied with Active Beauty Guide levels. The term "Compression" is used to describe the temporary condition that occurs when a Beauty Guide fails to meet the Active requirement for a particular pay period. Compression does NOT apply to Enroller Bonuses. (See also "Rollup.")

**Compression (Generational):** Generation Bonuses are earned by and paid to qualified Lead Director rank or higher individuals based on the rules of the compensation plan. Should a Lead, Star, or Senior Director not meet their qualifications for maintaining their rank status during a pay period they will be "Paid As" the rank for which they do meet the qualifications, even if it is a rank lower than Lead Director. In that event, they would not receive Generation Bonuses. However, for the purpose of paying upline qualified Lead Directors or higher rank people, the BV created in that Non-Qualified person's generation will be subject to compression.

The Company searches that person's entire downline until it finds a Qualified Lead Director or higher rank. It then compresses the non-qualified generational BV with that of the first qualified downline generation creating a "Compressed Qualified Generation" for payment purposes. This compression process continues through three Qualified Generations, no matter how deep in the genealogy we must search until the payout requirements of this Compensation Plan have been satisfied with qualified generations. The term "compression" is used to describe the temporary condition that occurs when someone fails to meet their Executive rank maintenance requirements for a particular pay period.

**Direct:** A Beauty Guide that you have personally and directly enrolled (See "Line.")

**Downline:** Those people directly sponsored by a Beauty Guide, plus all the people whose line of sponsorship resulted from and came through that Beauty Guide. Your Downline consists of all Beauty Guides on your Level 1, Level 2, Level 3, Level 4, and so on to infinite depth in each Line. Note: The Compression rule may extend your paid levels beyond your actual Level 4.

**Enroll:** To sign and submit a Beauty Guide Application and Agreement form to *LimeLight by Alcone* for the purpose of becoming a Beauty Guide for the company.

**Enrollee:** An enrolling or newly enrolled Beauty Guide.

**Enroller:** A *LimeLight by Alcone* Beauty Guide who introduces an enrollee to the opportunity, explains the program, assists in the enrollment, and provides preliminary training to the enrollee.

**Enroller Bonus:** When you enroll a new Beauty Guide, as the qualified Enroller, you will receive a special 5% BV Enroller Bonus on any direct Enrollee's Personal BV as long as you are personally "Active." (**Note:** The Enroller Bonus is for Direct Enrollees only and is not subject to compression) (See definition of "Compression.")

**Front Line:** Refers to all Beauty Guides that are personally sponsored (Level 1) by a particular Beauty Guide or by the Company. (See also “Direct.”)

**Genealogy:** The complete set of relationships (as defined by “Levels” and “Lines”) between a Beauty Guide and his or her upline and downline. It is the “family tree” of any Beauty Guide.

**Genealogy Report:** Computer display, electronic file, or printout of your downline.

**Generation:** The “Personal Group” of any Beauty Guide in your downline who is a “Paid As” Lead Director or higher rank. When a Director in your downline achieves the rank of Beauty Guide Director, that new Lead Director leaves your Personal Group and starts your Generation 1. Every Beauty Guide in the downline of that “Paid As” Lead Director (or higher rank) is part of your Generation 1 to unlimited depth until reaching another “Paid As” Lead Director or higher rank in that Line, which will start your second Generation.

**Group Bonus Value (GBV):** Your PBV (see the definition of “PERSONAL BONUS VALUE” below), plus the combined PBV of all the Beauty Guides in your Personal Group (your entire downline, excluding the volume in any downline Generations. If you are a “Paid As” Lead Director or higher rank, you will earn 2% bonuses on your GBV.

**Group Retail Value (GRV):** This is the total PRV created by you and all your downline Beauty Guide teams in the Sponsor genealogy, excluding any Generational PRV. GRV is used to determine your qualification to receive certain Enhanced Commissions on your retail sales.

**ID #:** The identification number used by the Company to identify each Beauty Guide for Compensation Plan purposes.

**Indirect:** All Beauty Guides in your Downline that are not directly enrolled by you. (See also “Downline.”)

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

**Level 1:** Compensation that is based on fixed Sponsorship genealogical relationships, i.e. Override Bonuses based on levels.

**Line:** Each personally sponsored Beauty Guide on your first level is part of your total Downline and is a separate “Line.” You and your entire Sales Organization (Downline) are one “Line” to your sponsor.

**Maintenance:** The standard of performance required for a Beauty Guide to continue being “Paid As” a particular rank after meeting the initial qualification requirements for that rank.

**“Paid As”:** Beauty Guides that have earned the various title designations according to their sponsoring and sales performance will retain those titles for up to six months, even if they do not meet the specified rank qualifications in a pay period. However, they will be “Paid As” the rank for which they meet the qualifications for that pay period.

**(Note:** See “Rank” below for additional information on maintaining your rank title).

**Personal Bonus Value (PBV):** The accumulated Bonus Value of all products purchased by you, along with the BV of all products purchased by any retail and Preferred Customers who you have personally enrolled is combined during a given pay period to determine your “Personal Bonus Value” for that pay period.

**Personal Group:** For purposes of this Compensation Plan, a Personal Group consists of a Beauty Guide at the top of a sales organization, and every Beauty Guide below that person in that organization, through each Line, until a qualified Lead Director is reached in that Line. If no Lead Director is found in a particular Line, all the Beauty Guides in that Line and all the sales volume generated by those Beauty Guides will be considered part of that original Beauty Guide’s Personal Group.

**Personal Retail Value (PRV):** The total retail value (based on SRP) of all products purchased by you or sold by you to your retail customers (including Shine On Program members), whether in a Beauty Show, individually or online, during a given pay period is your “Personal Retail Value” for that pay period. Your monthly PRV is one factor determining the rate of Enhanced Commissions you are entitled to receive. All commissions are calculated on the basis of PRV.

**Policies and Procedures:** The governing rules of *LimeLight by Alcone* that define the relationship between the company and its Beauty Guides, as well as between Beauty Guides and other Beauty Guides. The Policies & Procedures are specifically incorporated into and made a part of the Beauty Guide’s Agreement, which each Beauty Guide must sign in order to enroll.

**Prospect:** A person to whom you want to offer the *LimeLight by Alcone* business opportunity.

**Rank:** As you meet certain performance criteria (as defined in this Career and Compensation Plan), you will earn progressive title designations known as “ranks.” As you move to higher ranks, you will become eligible to receive increased levels of bonus participation. You will carry the title of the highest rank you reach for at least six months, but are paid at the rank for which you qualify each month. If you fail to meet the maintenance requirements for your rank for a period of six months, you will be re-titled at the highest lower rank for which you have been qualified (“Paid As”) during that period.

**Recruiting:** Inviting others to join your organization to share the same opportunity.

**Renewal:** *LimeLight by Alcone* Beauty Guides must renew their Beauty Guide Agreement each year no later than the anniversary date of their joining the Company. If a Beauty Guide does not renew their relationship with *LimeLight by Alcone*, they will be dropped from the Company’s records and any sponsored or enrolled Beauty Guides will be moved up to the next Active Beauty Guide. If they wish to rejoin *LimeLight by Alcone* at a later date, they may not reclaim their previous rank or Downline, but must join at the standard entry level in the program. (See “Rollup.”)

**Retail:** Sales of *LimeLight by Alcone* products to the end users of those products. Retail sales are the foundation of your *LimeLight by Alcone* business, and the ultimate purpose of all other activities within the business, including enrolling, sponsoring, training, etc.

**Retail Commission:** Regardless of your rank, you have the opportunity to sell products and receive a retail commission on all of the *LimeLight by Alcone* products.

**Roll-Up:** The permanent form of Compression. When a Beauty Guide terminates her Beauty Guide Agreement or does not exercise her yearly renewal, her entire Downline rolls upline to her sponsor or the next qualified person and her name is deleted from the Company records. (See “Compression.”)

**Sales Organization:** Your Sales Organization consists of you and the people that you directly enroll as Beauty Guides, and the people that they enroll as Beauty Guides, and so on, and so on, and so on. There is no limit to how wide or deep that your Sales Organization can grow. (See “Downline” and “Line.”)

**Sponsor:** A Beauty Guide who agrees to be responsible for helping and developing another Beauty Guide with her or his business by teaching the new Beauty Guide how to do the business, and by assisting, encouraging and supporting them. Every Beauty Guide must be sponsored, either by another Beauty Guide in good standing with the Company, or by the Company itself. As consideration for being a Sponsor, the Beauty Guide may earn bonuses based on the Personal Bonus Value of Beauty Guides in their Downline, to the extent that the Sponsor is qualified. It is important to note that in some other Direct Selling companies, the term “Sponsor” may include the act of introducing prospective new Beauty Guides to the opportunity and helping them sign up as new Beauty Guides. In *LimeLight by Alcone*, this is called “enrolling”. While bonuses may be earned for being a Sponsor of someone who creates product sales, no payment is ever made for the mere act of recruiting or enrolling (See “Enroll”), although an Enroller may earn Enroller Relationship Bonuses based on the personal sales of her or his Direct Enrollees.

**Suggested Retail Prices (SRP):** The retail price as suggested by the Company. A Beauty Guide may sell the product or service for whatever price he or she chooses.

**Total Group Retail Value (TGRV):** This is the total PRV created by you and all your downline Beauty Guide teams in the sponsor genealogy calculated to infinite depth. This TGRV is used to calculate various forms of qualification for earning new rank promotions and rank maintenance in the Compensation Plan. It is sometimes subject to The 40% Rule.

**Upline:** The term “upline” refers to that portion of either your Enroller or Sponsor genealogy that precedes you. Your upline consists of the Beauty Guide who is your Enroller and/or Sponsor, and her Enroller and/or Sponsor, and her Enroller and/or Sponsor, etc., all the way to the Company. (See also “Enroller” and “Sponsor.”)

**Wholesale Price:** All *LimeLight by Alcone* products have a Suggested Retail Price and may be purchased by Beauty Guides at a “Wholesale” price that is 20% less than the SRP. This difference between the SRP and the Wholesale price may either be taken as a discount or received as a rebate, depending on how the funds are received by the company, and is called a commission.

**40% Rule:** No more than 40% of the TGRV (based on rank) required for qualification or maintenance can be counted from any one Line. The purpose of this rule is to encourage each Beauty Guide to build multiple strong Lines. Any amount greater than 40% of the rank required TGRV that comes from one Line of a Beauty Guide's downline will not be counted toward the total required for advancement to, or maintenance of, that rank. However, the Beauty Guide will be paid bonuses on all the volume, from whatever source, that the Beauty Guide is entitled to be paid upon for the "Paid As" rank for which that Beauty Guide is qualified, AFTER application of the 40% Rule, regardless of whether or not that volume was used to determine the "Paid As" rank.

**Example:**

A *LimeLight by Alcone* Beauty Guide who has previously advanced to the rank of Senior Director (SND) has a TGRV one month of \$160,000. She has five "Paid As" Director Lines, each with \$20,000 TGRV, and a Star Director (SD) Line with \$60,000 TGRV. In this case, she would have met the requirements of the 40% Rule, since her five Director Lines provided a total of \$100,000, meaning that she needed to count no more than \$50,000 from her strongest Line to meet the monthly \$150,000 TGRV requirement for the SND rank ( $\$50,000/\$150,000 = 33\%$ ).

**Example 2:**

In a second scenario, she still has the same \$160,000 TGRV, but this time, her five Director Lines each have only \$15,000 TGRV and her SD Line is \$85,000 TGRV. In this case, she would NOT meet the requirements of the 40% Rule, since she would need to count \$75,000 from her strongest Line to meet the monthly \$150,000 TGRV requirement for the SND rank. Since \$75,000 is more than 40% of the rank requirement, and since she would not otherwise qualify as either an SD or a SND on the basis of her structure, she would be "Paid As" a Lead Director for that month.

If all of the Group BV associated with her \$160,000 TGRV was within her first Generation, the 40% Rule would not affect her income. However, if some portion of her income would have otherwise come from the 3% Bonus on her second or third Generations, she would not receive that income for that month.



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## ANNUAL GOALS

### January

PRV: \_\_\_\_\_

Rank: \_\_\_\_\_

TGRV: \_\_\_\_\_

### February

PRV: \_\_\_\_\_

Rank: \_\_\_\_\_

TGRV: \_\_\_\_\_

### March

PRV: \_\_\_\_\_

Rank: \_\_\_\_\_

TGRV: \_\_\_\_\_

### April

PRV: \_\_\_\_\_

Rank: \_\_\_\_\_

TGRV: \_\_\_\_\_

### May

PRV: \_\_\_\_\_

Rank: \_\_\_\_\_

TGRV: \_\_\_\_\_

### June

PRV: \_\_\_\_\_

Rank: \_\_\_\_\_

TGRV: \_\_\_\_\_

### July

PRV: \_\_\_\_\_

Rank: \_\_\_\_\_

TGRV: \_\_\_\_\_

### August

PRV: \_\_\_\_\_

Rank: \_\_\_\_\_

TGRV: \_\_\_\_\_

### September

PRV: \_\_\_\_\_

Rank: \_\_\_\_\_

TGRV: \_\_\_\_\_

### October

PRV: \_\_\_\_\_

Rank: \_\_\_\_\_

TGRV: \_\_\_\_\_

### November

PRV: \_\_\_\_\_

Rank: \_\_\_\_\_

TGRV: \_\_\_\_\_

### December

PRV: \_\_\_\_\_

Rank: \_\_\_\_\_

TGRV: \_\_\_\_\_



