A MESSAGE FROM THE FOUNDER
PATTY BRISBEN

The best year of your life starts today. This minute. This is the year it all comes together, the year you empower, educate, and entertain more women than ever before. This is the year your hard work pays off in ways you never dreamed possible.

Inside this Rewards Book you’ll find exciting incentives that are attainable by women at every level of the business, from brand-new Consultants to top-achieving National Directors. You’ll be able to reap the benefits of one of the most rewarding compensation plans in the direct sales industry, from discounts to Free Product to bonuses, and more!

Empowering other women is truly a dream come true for me, and I hope the rewards outlined in this book will inspire you to make your dreams come true as well. Here’s to the next 20 years of Pure Romance!

Truly,
Patty Brisben
Founder & Chairwoman

WORKING TOGETHER FOR YOUR SUCCESS

What does success look like to you? Maybe it’s paying down your debt or having a little extra money each month. Maybe it’s quitting your day job and becoming your own boss. Or maybe success is earning one of the many incentives outlined in this book.

As you work to achieve your dreams and find your definition of success with Pure Romance, remember that you are never alone. From your sponsor to your team to the corporate staff, you have unlimited sources of support.

Heading up the Pure Romance executive team are two people who have dedicated their lives to helping you succeed. Founder and Chairwoman Patty Brisben searches the globe for top relationship enhancement products, so you always have something new and cutting-edge to offer your customers. President and CEO Chris Cicchinelli travels with the training team over 200 days a year, bringing proven business techniques to Consultants everywhere. With the help of the corporate staff, Patty and Chris develop programmes to help you improve your lifestyle and make the most of your Pure Romance experience.

Setting and reaching goals is an important part of that experience. This book will give you stars to shoot for. However you define your success, Patty, Chris, and the rest of the Pure Romance team are behind you every step of the way.
THE EVENT OF THE YEAR

No one throws a party like Pure Romance, and National Convention is when we pull out all the stops. You’ll spend a full day celebrating all things Pure Romance with your sister Consultants—all of whom love this business just as much as you and are ready to help you succeed!

From the powerful training to the inspiring awards banquet, National Convention is more than just South Africa’s biggest event—it’s the best way you can continue to motivate yourself as a Consultant. You’ll return home with a newfound love for your business and the drive to find even greater success.

JOIN US FOR:
- Awards and recognition
- World-class training
- Gourmet food
- Celebration and dancing
CELEBRATE YOURSELF

Each year, Pure Romance puts on live events that focus on recognising our Consultants and giving them the tools and knowledge they need to succeed. And each year, the corporate staff aims to outdo itself, making every event more inspiring and informative than the last. When you attend National Convention, you cap off a year of hard work with a day of fun, celebration, and sisterhood. What could be better?

A NIGHT TO REMEMBER

A day packed with informative training. A banquet with gourmet food. A celebration of your achievements for the year. National Training has it all! Whether the occasion calls for a business suit or a ball gown, one thing’s for sure: when you show up with your Pure Romance sisters, you’ll be wearing a smile.

MEMORABLE MOMENTS

Pure Romance Consultants are some of the most giving and fun-loving women around. So it’s no surprise that the fun doesn’t end when the scheduled events do. Some of the most memorable moments come from swapping business secrets with new friends, hitting the town with your team, or staying out late chatting with your sister Consultants. These memories, like the friendships you’ll make, will last a lifetime.

FRIENDS FOREVER

Meet your Pure Romance sisters from all over the country at National Convention!

MEET THE TEAM

Pure Romance executives, staff, and Consultants will be at National Convention to cheer you on!
REWARDS AND RECOGNITION

National Convention offers the anticipation and excitement of your favourite awards show—right in front of your eyes! Be part of the glitz, the glam, the standing ovations. There’s nothing like being recognised at the Pure Romance awards banquet. Who knows? One of those standing ovations may be for you.

During the awards banquet, Consultants are recognised like the stars they are. Dressed to the nines with all eyes on them, they walk the stage for an unforgettable night of recognition. Dozens of women are honoured—you can be one of them!

WHO IS RECOGNISED AT NATIONAL CONVENTION?

- Top 5 in personal Retail sales at each level
- Top 5 in group sales at each level
- Top 5 sponsors overall
- First-time advancements to Director
- First-time advancements to Senior Director
- First-time advancements to National Director
- Rookie of the Year for personal sales and sponsorship
- President’s Club
- Pay It Forward award winners
- And more!
Positions of Prestige

Consultants live the Pure Romance mission every day. You are out there changing women’s intimate lives one party at a time. You know firsthand what it takes to succeed, what women want, what makes your business run smoothly. You are the heart of Pure Romance. That’s why we reward you with positions of prestige.

Members of the President’s Club have shown that they have what it takes to succeed at the highest levels of the business. Their consistency and drive earns them a special place among Pure Romance’s elite.

How Do I Qualify...

To qualify for South African President’s Club, you must achieve R3,600,000 in personal Retail sales and sponsor eight new Active Consultants during the contest year.
ON THE MONEY

Pure Romance has a number of ways you can make money. We call them your three streams of income, and they are as easy to remember as I.O.U.

Your three streams of income

IMMEDIATE WEALTH is income from holding parties and selling products. Filling up your calendar is so profitable—each party can result in thousands of Rand of immediate income.

ONGOING WEALTH is income you earn through customer reorders, personal website orders, and customer follow-up. You can earn thousands of Rand each month just by providing remarkable customer service!

ULTIMATE WEALTH is the income you earn through sharing the business opportunity with others and supporting your team. Your passion for Pure Romance is contagious—other women want to join the fun! By sharing the opportunity, you can earn thousands of Rand each month!

LEARN MORE ABOUT OUR...

Buying Discounts
Override Bonuses
Website Commissions
Free Product Bonuses
Group Sales Bonuses
And more!
**Make your dreams of extra time and money come true!**

When you build your team, your income potential grows. You’ll be compensated in the form of increased Buying Discounts and an Override Bonus based on the personal Retail sales of each woman on your team. The more successful your team becomes, the more money you earn!

**WHAT’S MY EARNING POTENTIAL?**

Simply maintain the number of Active Consultants indicated below to keep your increased Buying Discount—and achieve the monthly minimum in personal Retail sales to unlock even greater earning potential through Override Bonuses!

*All Consultants start with a minimum 35% Buying Discount when they purchase their starter kits, but earn a raise to a 40% Buying Discount when they Activate. Some starter kits offer automatic Activation and higher Buying Discounts.

**DOWNLINE LEVEL DETAILS:** The Active Consultants you personally sponsor constitute your 1st level downline. The Active Consultants sponsored by the Consultants in your 1st level downline constitute your 2nd level downline. The Active Consultants sponsored by the Consultants in your 2nd level downline constitute your 3rd level downline, and so on. Simply count the Active Consultants in your 1st and 2nd level downlines and refer to the chart to determine your current Level and Buying Discount.

**CONSULTANT LEVEL**

<table>
<thead>
<tr>
<th>CONSULTANT LEVEL</th>
<th>ACTIVE 1ST LEVEL DOWNLINE</th>
<th>ACTIVE 2ND LEVEL DOWNLINE</th>
<th>BUYING DISCOUNT</th>
<th>MONTHLY MINIMUM</th>
<th>OVERRIDE LEVEL 1</th>
<th>OVERRIDE LEVEL 2</th>
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</thead>
<tbody>
<tr>
<td>Consultant</td>
<td>0-1</td>
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<td>35% / 40%</td>
<td>R4,800</td>
<td>2.0%</td>
<td>—</td>
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<tr>
<td>Advanced Consultant</td>
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<td>Senior Consultant</td>
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<td>2.5%</td>
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<td>Director</td>
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<td>R16,000</td>
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<td>3.5%</td>
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<tr>
<td>Senior Director</td>
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<td>5.0%</td>
</tr>
<tr>
<td>National Director</td>
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<td>30</td>
<td>50%</td>
<td>R24,000</td>
<td>6.0%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

For complete details, check your Incentive Requirements Guide.

**BUYING DISCOUNTS AND OVERRIDE BONUSES**

When you build your team, your income potential grows. You’ll be compensated in the form of increased Buying Discounts and an Override Bonus based on the personal Retail sales of each woman on your team. The more successful your team becomes, the more money you earn!

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**EARN THE MONEY YOU DESERVE**

As a Pure Romance Consultant, you have the luxury of writing your own pay cheque. Are you looking for a new refrigerator or a new kitchen? A new dress or a new wardrobe? It’s all up to you! Each party you hold and product you sell earns you a percentage of the sales—that’s money in your purse, immediately!

The best part is, as your Buying Discount increases, so does your profit—which helps you reach your financial dreams even faster. These increases come when you build your own team of Consultants focused on achieving their dreams.

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**BECOME A LEADER**

As you build your team, you’ll discover that the more you train and support your downline members, the more they earn—and the bigger your Override Bonus!
At home or on the go— you can earn Pure Romance bonuses wherever you are!

PERSONAL WEBSITE COMMISSIONS

Can you really make money while you sleep? At Pure Romance, you can! Your own professionally designed personal website allows customers to shop online from the comfort and privacy of home while you reap the rewards! You earn 25% of each product sold. And on top of it all, the corporate office ships the products directly—and discreetly—to your customers for you!

WEB SAVVY

The more your customers spend on your Pure Romance website, the more you earn!

WEBSITE ORDER TOTAL (EXCLUDING VAT AND COURIER COSTS) | COMMISSION
--- | ---
R4,000 | R1,000
R8,000 | R2,000
R16,000 | R4,000
R24,000 | R6,000
R32,000 | R8,000

FREE PRODUCT

Imagine your next order arriving from Pure Romance with something special inside: products you’ve selected that are yours absolutely free! When you reach monthly Retail sales goals, you can earn free Pure Romance products.

WHAT’S MY EARNING POTENTIAL?

Use your Free Product any way you want: to give as hostess gifts, to boost your inventory, to give as customer or team incentives—it’s all up to you. No matter how you choose to use your Free Product, it’s like money in the bank!

RETAIL SALES BONUS

Are you a sales superstar? You can receive additional bonuses based on your monthly personal Retail sales! A Consultant who achieves at least R80,000 in personal Retail sales in a single month will be awarded a Retail Sales Bonus equal to 5% of her total personal Retail sales for that month. The more you do in sales, the more you receive in profits.

SPONSOR BONUSES

For each woman you sponsor who becomes an Active Consultant, you will receive a Sponsor Bonus based on the purchase price of her Starter Kit and your Consultant level. This bonus is our way of thanking you for sharing the Pure Romance opportunity with others.

For complete details, check your Incentive Requirements Guide.

HOW DOES IT WORK?

The amount of Free Product you receive increases for every R8,000 in personal Retail sales.
THE DRIVE TO SUCCEED

Pure Romance is happy to reward you with a Group Sales Bonus. You can earn up to R6,400 each month to use toward the car of your dreams—or maybe toward that never-thought-possible holiday home. This special bonus programme allows you to use the money however you wish!

Group Sales Bonus are based on your monthly group sales volume. To determine what you can receive, combine your personal Retail sales with those of your first, second, third, and fourth downlines. When your group reaches one of the minimums shown below and you reach your monthly personal Retail sales minimum, a Group Sales Bonus will be yours!

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<thead>
<tr>
<th>MONTHLY COMBINED GROUP SALES</th>
<th>GROUP SALES BONUS</th>
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<tbody>
<tr>
<td>R120,000-R160,000</td>
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<tr>
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<td>R5,600</td>
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<tr>
<td>R440,001 and above</td>
<td>R6,400</td>
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For complete details, check your Incentive Requirements Guide.
PURE ROMANCE REWARDS
Contest Year: 1 October, 2013–30 September, 2014

For full details on how to achieve the rewards outlined in this book, see your Incentive Requirements Guide.