





HEART - VISION - BUSINESS - MISSION

BUILDING THE NEXT BILLION DOLLAR BRAND TOGETHER





Chairman
Dae Geun Jung



FACTS

- 11 Successful Years in Business
- Frisco, Texas – USA
- Global Presence – 12 countries
- Over 65 Product Lines
- Hi-ACT Principles- Direct Selling News 2020
- ~ \$100 Million Annual Sales



A photograph of Phil Knight, founder of Nike, speaking at a black podium. He is an older man with grey hair and a beard, wearing a dark suit jacket over a black shirt. He is smiling and looking down at the podium. The podium features the white Nike swoosh logo. In the background, there is a blue screen with some text that is partially visible but blurry.

Phil Knight

Founder of Nike

PURE Investor

21st RICHEST MAN IN THE WORLD

(as at October 2019)

Estimated Net-worth: US\$37.6 billion

CORPORATE EXECUTIVE



Mr. Bobby Love

President of PURE

- Expert in Financial Management
- Expert in Business Administration and Management
- Operations Management Expert
- Former Top Executive, numerous Organizations



Ben Peter, MBA, Ph.D.

President of EMEA

(Europe- Middle East – Africa)

- Expert in Financial Management
- Expert in Marketing & Comparative Intelligence
- University Professor of Management
- Pharmaceutical Executive
- Former Top Executive, numerous Organizations

WELLNESS ADVISORY BOARD



CARMEN KEITH, MD
Anesthesiologist



THERESA LAWRENCE-FORD, MD
Rheumatologist



JOHN BUCKNER, MD
Chairman



RICHARD SCHECKENBACH
Molecular Biochemist



CARRIE BETH SMITH,
PHARM D,
Pharmacist



TANYA REDDICK RODGERS, MD,
FAAD
Dermatologist

PRODUCT LINE

PURE offers over 65 innovative and medical breakthrough products ranging from:

- Supplement and Nutritional Support Products
- Energy Performance Products
- Sport Recovery Products
- Skincare and Beauty Products
- Liquid Supplement and Coffee Products
- Sexual Health Products

VISION

CLEANSE BAL • ANCE BUILD



CLEANSE



2020
PHYSICIAN'S
DESK
REFERENCE
PDR.NET

CLEANSE



Natural Detoxification for the Body

Cleanse has been specially formulated to help to remove harmful toxins from the body.

The active ingredient :

Cascara Sagrada (an aged, dried extract of Rhamnus purshiana bark) promotes effective cleansing of the entire body system.

CLEANSE

Cleanses 7 Elimination Pathways

- Liver
- Lungs
- Blood
- Skin
- Colon
- Kidneys
- Lymphatic System



BENEFITS OF CLEANSE



- It support Digestive Health
- It promotes colon Health – Feel clean from the inside
- It helps to manage weight loss
- It helps to maintain normal intestinal micro flora
- It detoxifies the body by flushing out the free radicals
Reawakens dead cells and lots more

DAILY BUILD

2020
PHYSICIAN'S
DESK
REFERENCE
PDR.NET



DAILY BUILD



An all-inclusive powerful supplement that is more than just a multi-vitamin

Over 240 ingredients

Balance your diet with the most important vitamins and the highest quality complexes that promotes overall health and maintain optimal balance of vitamins and minerals.

DAILY BUILD

240 PREMIUM NUTRACEUTICALS



- Naturally occurring Phyto-nutrients
- Fruits and Vegetables
- Proprietary Herbs
- Beneficial Fibers
- Vitamins
- Minerals from Whole Foods
- Essential Fatty Acids
- Amino Acids
- Organic Plant Digestive Enzymes

BENEFITS OF DAILY BUILD



- General Health and Wellness
- Improved Immune System
- Supports Healthy Bones
- Supports Cardiovascular System
- Support Liver and Digestive Systems
- Total Systems detoxification of inter-cellular metabolic wastes
- Anti Aging System, Longevity and Vibrant Life.
- Repairs Muscle, Tissues, Joints, Ligaments and Tendons
- Increased Energy, power and mental Acuity
- Maintains Nerve Function
- Superior Antioxidant
- Reduces Free Radical Damage

PURXCEL

TRI-ACTIVE TECHNOLOGY
BEYOND GLUTATHIONE



2020
PHYSICIAN'S
DESK
REFERENCE
PDR.NET

PURXCEL



PurXcel Tri-active Technology delivers clinically effective:

- **Bioavailable Glutathione**
- **Superoxide Dismutase (SOD)**
- **Aloe Acemannan**

With a proprietary blend of 15 complimentary ingredients designed to help **cleanse, balance, and build** the body at the **cellular level**

WHY GLUTATHIONE?

The human body contains trillions of cells

We create 40 billion new cells daily

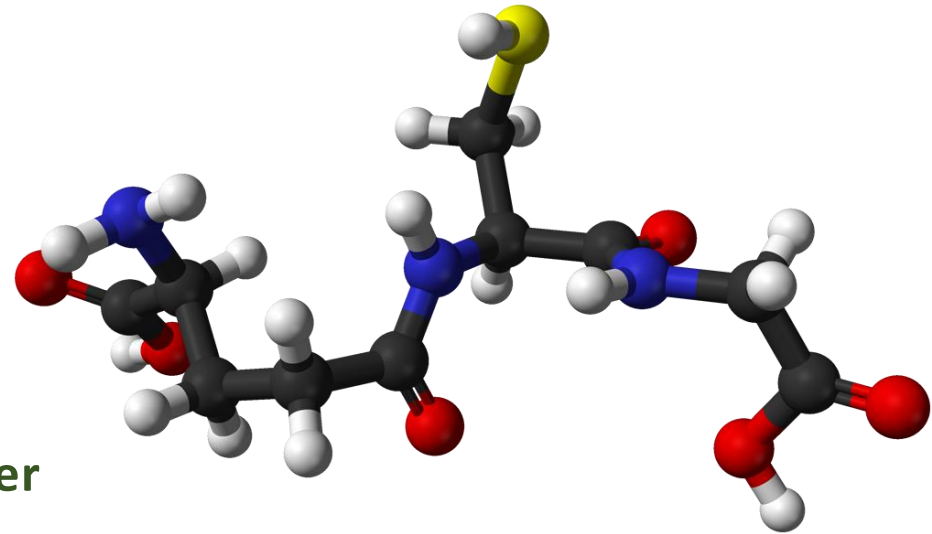
Every single cell needs glutathione to survive!

**It is one of the body's most
powerful antioxidant.**



BENEFITS OF GLUTATHIONE

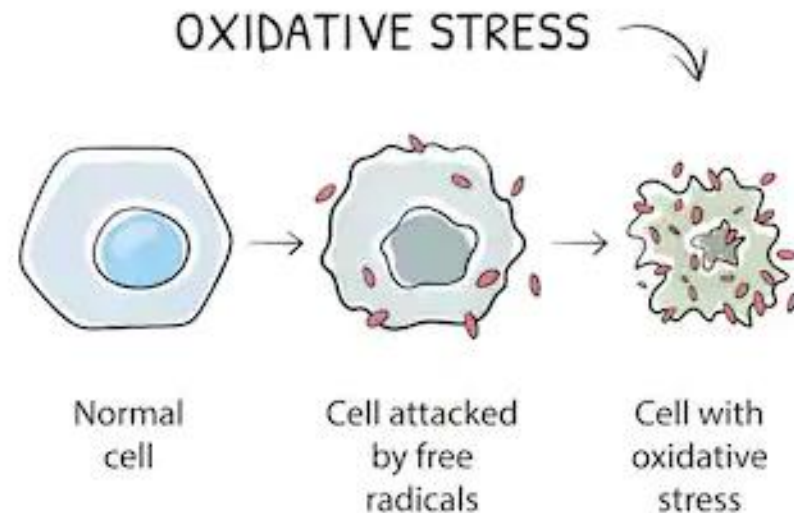
- Strengthens the **Immune System**
- Improves **Mental Focus, Acuity & clarity**
- Reduces the harmful **effects of stress**
- Optimize the body's **Energy Level**
- Detoxifies the body organs and cells of toxins
- Supports better **Rest** and **sleep**
- Makes one look **Younger** and **skin healthier**
- Enhances **Athletic Ability** and **Performance**
- Enhanced **Sexual Health** and **Libido**



PROBLEM/DEPLETION OF CELLULAR GLUTATHIONE

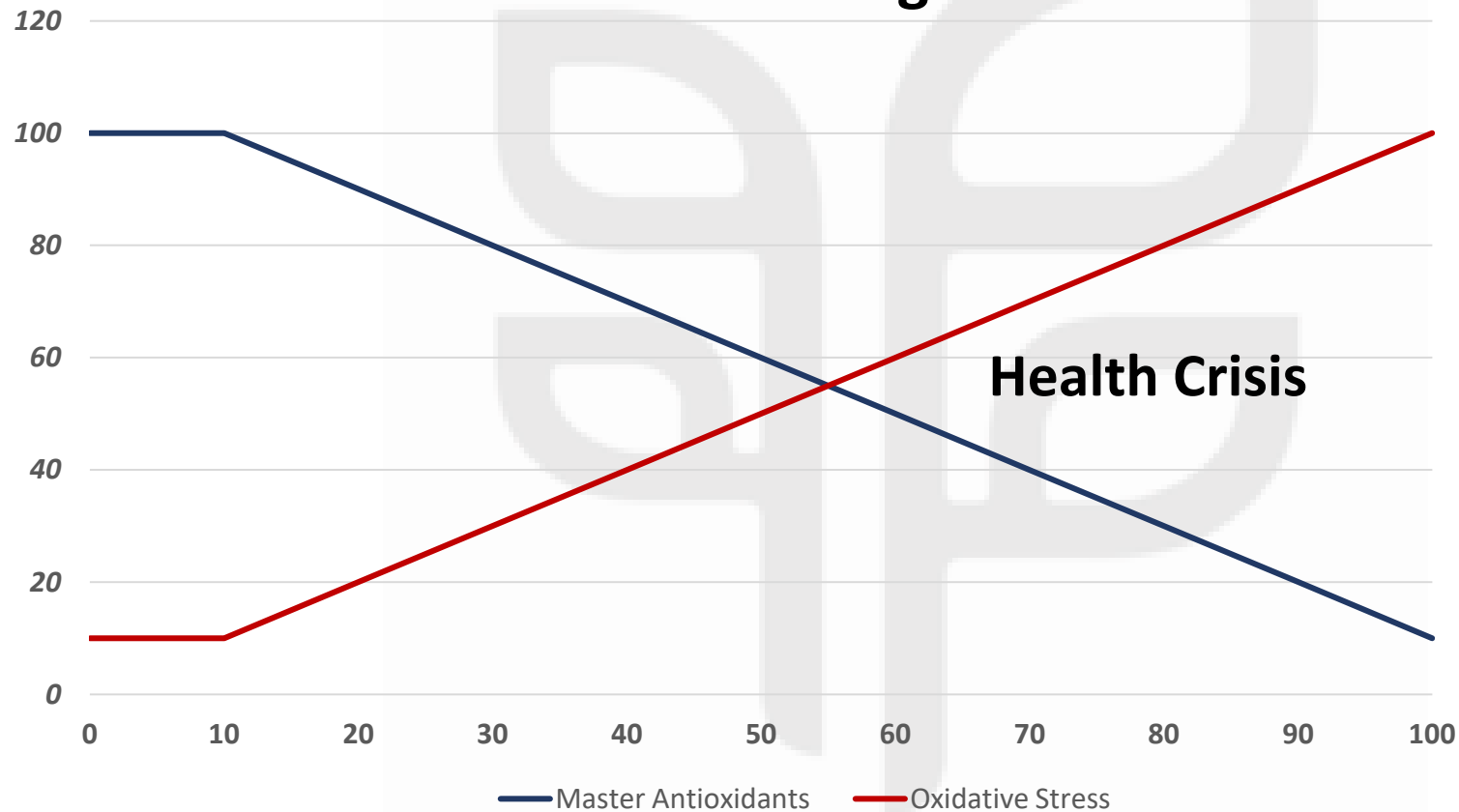
As we get older, the food we eat, the air we breath and so many things create **FREE RADICALS** that damage and degrade our cells

It happens through a process called **oxidative stress**



INCREASE IN OXIDATIVE STRESS

The BIG Problem With Our Health Master Antioxidants vs Oxidative Stress As We Age



DISEASES ASSOCIATED WITH LOW GLUTATHIONE

NEURODEGENERATIVE DISEASES

- Parkinson disease
- Dementia
- Schizophrenia
- Multiple Sclerosis
- Alzheimer disease
- Huntington's disease

AGING DISEASES

- Arthritis
- Cataract
- Macular Degeneration
- Osteoarthritis
- Diabetes
- Prostate problems

CANCER

- Prostate cancer
- Ovarian cancer
- Breast cancer
- Lymphoma
- Lung cancer
- Skin cancer
- Colorectal cancer
- Stomach cancer
- Bladder cancer
- Liver cancer & others
- Uterine cancer
- Wasting Disease

LIVER DISEASES

- Toxic Hepatitis
- Cirrhosis
- Chronic Hepatitis
- Viral Hepatitis (A, B, C)

LUNG DISEASES

- Asthma Emphysema
- Pneumonia
- Chronic obstructive pulmonary disease (COPD)
- Bronchitis (chronic & acute)
- Adult respiratory distress syndrome (ARDS)
- Pulmonary fibroses
- Cystic fibroses

KIDNEY FAILURE & DIALYSIS

- Kidney failure
- Oxidative stress from dialysis
- Renal toxicity

CARDIOVASCULAR DISEASES

- Arteriosclerosis & its consequences
- Heart failure
- Heart disease
- Stroke
- Impaired circulation
- Cholesterol & plaque formation
- High blood pressure
- Heart Attack
- Kidney failure
- Reperfusion injury

DIGESTIVE DISEASES

- Crohn's disease
- Peptic Ulcer
- Gastritis
- Inflammatory bowel disease
- Stomach cancer
- Ulcerative colitis
- Pancreatitis

INFECTIOUS DISEASE & IMMUNOLOGY

- Common cold
- Bacterial infection
- Chronic fatigue syndrome
- Toxic Hepatitis & Cirrhosis
- Certain autoimmune dysfunctions
- Viral hepatitis (Type A, B & C)
- Viral infection HIV and AIDS
- Herpes

SKIN DISORDERS

- Psoriasis
- Atopic Dermatitis
- Mycosis fungoides
- Acne conglobata
- Scleroderma
- Acne vulgaris
- Pemphigoid
- Dermatitis herpetiformis
- UV radiation skin damage
- Polymyositis
- Eczema
- Contact dermatitis
- SLE (lupus)
- Seborrheic
- Vasculitis
- Dermatitis

EYE, EAR, NOSE, THROAT & TEETH

- Cataract
- Glaucoma
- Macular degeneration
- Periodontal (gum) disease
- Nose, mouth & throat (upper respiratory tract) disease
- Hearing loss
- Ear infection
- Sinusitis

PREGNANCY, LACTATION & CHILDBIRTH

- Pre-eclampsia
- Hypertension
- GSH eliminates toxins and provides antioxidant defense system to the fetus during pregnancy. Mother's milk (ideal precursor of GSH) has a very important role for the health and development of newborns, especially the long-term effects on the immune system.
- Eclampsia
- Diabetes

EXERCISE & ATHLETIC PERFORMANCE

- Over-Training Syndrome & the related oxidative stress

MALE PROBLEMS

- Prostate enlargement
- Balding and hair loss
- Prostate cancer
- Male infertility

BEYOND GLUTATHIONE

Bioavailable
Glutathione (GSH)

Active Aloe
(Acemannan)



Superoxide
Dismutase (SOD)

Tri-Active Technology

Clinically Proven in Double Blind Human Studies
+15 Additional Synergizing Ingredients

SUPEROXIDE DISMUTASE (SOD)

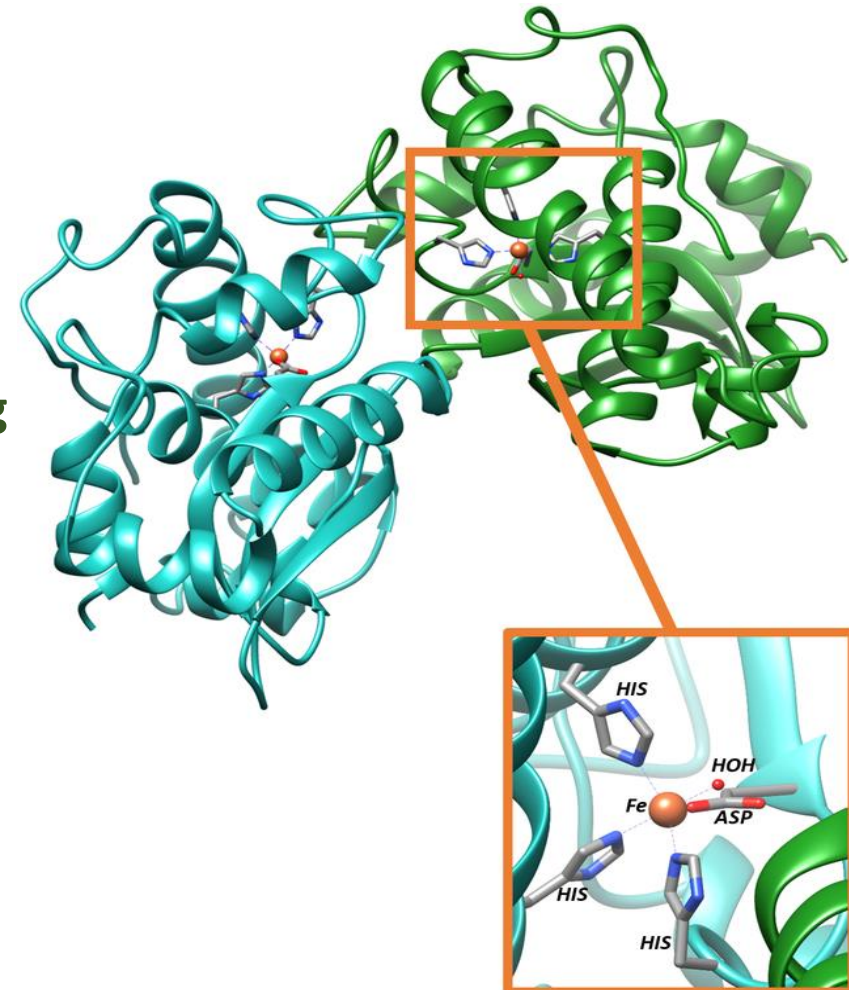
Superoxide dismutase (SOD) is a primary antioxidant enzymes.

It is a very important antioxidant defense against oxidative stress in the body.

Within our cells, the *superoxide dismutases* (SODs) constitute the first line of defense against Reactive Oxygen Species (ROS) and Free Radicals.

BENEFITS OF SUPER OXIDE DISMUTASE (SOD)

- Enhances **Joint Health**
- Enhances **Sexual Health**
- Relieves the body of **Physical Pains**
- Improves **Physical Recovery** and **Wellbeing**
- Reduces **Acne**
- Helps with **UV Protection**
- Enhances **Cellulite Reduction**
- Enhanced **Eye Health**



ALOE ACEMANNAN

- **Acemannan** is the main active ingredient and bioactive polysaccharides in the **Aloe** Vera Plant.
- Aloe **Acemannan** has immuno-stimulant, antiviral, antineoplastic (tumor), and gastrointestinal properties.



BENEFITS OF ACEMANNAN

- Modulates the **immune system** (immuno-regulation)
- Accelerates the healing of **wounds** and **burns**
- Accelerates the healing of **ulcers** and **postsurgical incisions**
- Has **Antineoplastic** (tumor) and **antiviral effects**
- Has **anti-cancer** and an **anti-oxidant effects**
- Promotes **bone proliferation**
- Improves **neuro -protection**
- Promotes **intestinal health**

COMPLIMENTARY INGREDIENTS

MIKE THISTLE	<ul style="list-style-type: none">• Milk thistle is sometimes used as a natural treatment for liver problems• Lowers cholesterol levels• anti-inflammatory and antioxidant
ALPHA LIPOIC ACID	<ul style="list-style-type: none">• lower blood sugar levels• reduced inflammation• slowed skin aging• improved nerve function
TUMERIC EXTRACT	Has potential to prevent heart disease, Alzheimer's and cancer
MORINGA OLEIFERA LEAF	<ul style="list-style-type: none">• Lowering of Blood Sugar Levels• May Reduce Inflammation• Lower Cholesterol
BIOPERINE BLACK PEPPER EXTRACT	<ul style="list-style-type: none">• Enhances bioavailability• Enhances absorption of nutrients by at least 30%.

And Many other ingredients

PURXCEL IS THE ANSWER

Bioavailable
Glutathione (GSH)

Active Aloe
(Acemannan)



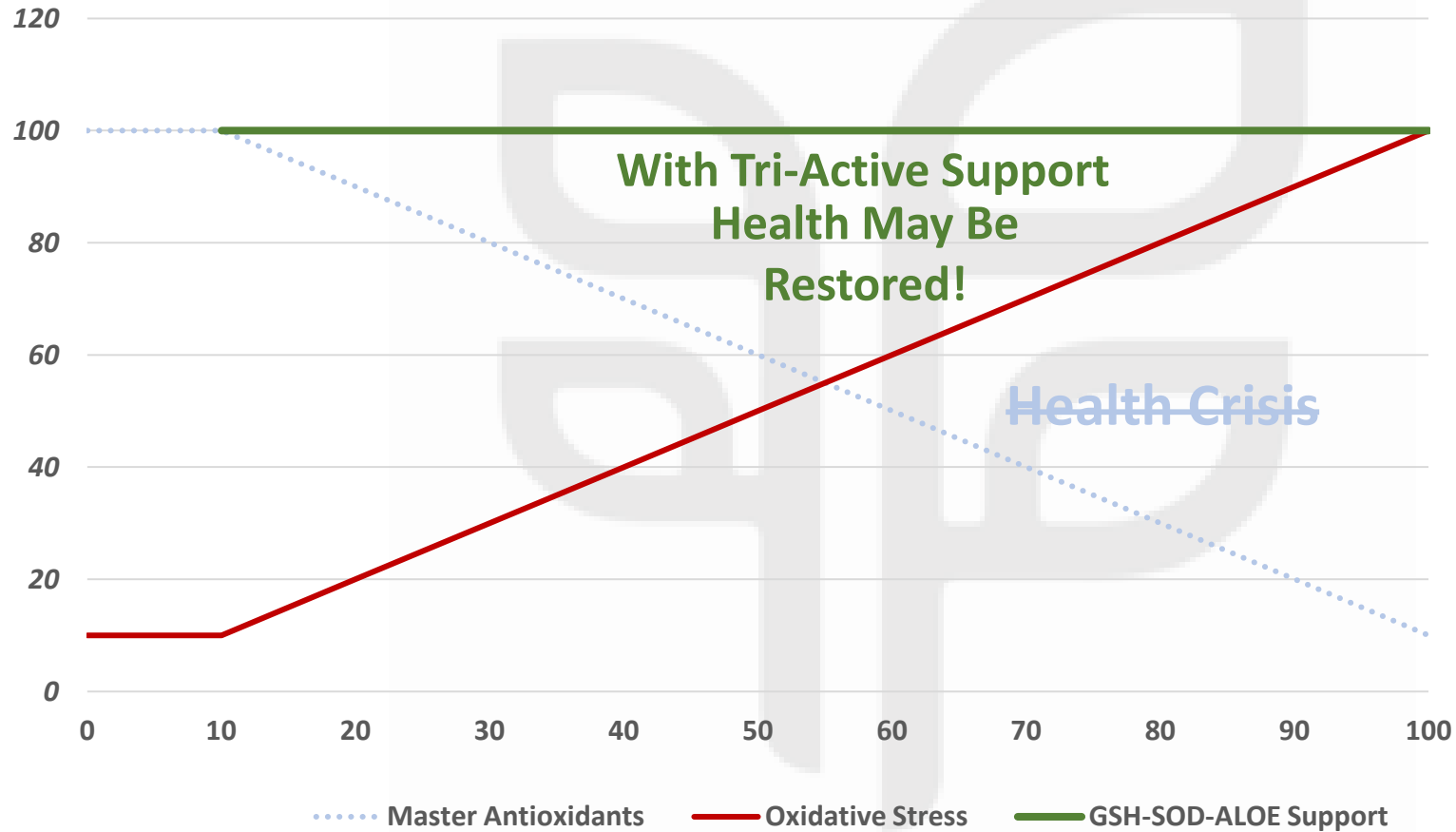
Superoxide
Dismutase (SOD)

Tri-Active Technology

Clinically Proven in Double Blind Human Studies
+15 Additional Synergizing Ingredients

PURXCEL LEADS TO DECREASE IN OXIDATIVE STRESS

PURXCEL MASTER ANTIOXIDANTS –
GLUTATHIONE + S.O.D + ACEMANNAN
VS.
OXIDATIVE STRESS



PROVEN FACTS ABOUT PURXCEL INGREDIENT

- Clinically proven human studies- double blind placebo studies
- Key Human Studies showed a **325%** increase in overall cellular Glutathione Levels
- Contains proprietary blend of **15** complimentary ingredients designed to help cleanse, balance, and build the body through glutathione and superoxide dismutase support and production
- Over **110 American company** trust our Glutathione ingredient
- The **trusted** glutathione ingredient in the world

PURXCEL GLUTATHIONE SUPPORT STUDIES

AUTHORS	STUDIES	RESULTS/FINDINGS
Wu G Fang YZ Yang S Lupton JR Turner ND	Glutathione metabolism and its implications for health	Glutathione plays important roles in antioxidant defense, nutrient metabolism, and regulation of cellular events (including gene expression, DNA and protein synthesis, cell proliferation and apoptosis, signal transduction, cytokine production and immune response, and protein glutathionylation). Glutathione deficiency contributes to oxidative stress, which plays a key role in aging and the pathogenesis of many diseases (including kwashiorkor, seizure, Alzheimer's disease, Parkinson's disease, liver disease, cystic fibrosis, sickle cell anemia, HIV, AIDS, cancer, heart attack, stroke, and diabetes).
Sinee Weschawalit Siriwan Thongthip Phanupong Phutrakool Pravit Asawanonda	Glutathione and its antiaging and antimelanogenic effects	We showed that oral glutathione, 250 mg/d, in both reduced and oxidized forms effectively influences skin properties. Overall, glutathione in both forms are well tolerated.
Over 148,913 clinical studies on PUBMED		

PURXCEL SOD SUPPORT STUDIES

AUTHORS	STUDIES	RESULTS/FINDINGS
Milesi MA Lacan D Brosse H Desor D Notin C	Effect of an oral supplementation with a proprietary melon juice concentrate (Extramel) on stress and fatigue in healthy people: a pilot, double-blind, placebo-controlled clinical trial.	The supplementation with the proprietary melon juice concentrate bringing 140 IU SOD/day significantly improved signs and symptoms of stress and fatigue linked to performance, physical (pain, sleep troubles), cognitive (concentration, weariness, sleep troubles) or behavioural (attitude, irritability, difficulty of contact) compared to the placebo. In the same way, quality of life and perceived stress were significantly improved with SOD supplementation.
H. Younus	Therapeutic potentials of superoxide dismutase	The present review describes the therapeutic effects of SOD in various physiological and pathological conditions such as cancer, inflammatory diseases, cystic fibrosis, ischemia, aging, rheumatoid arthritis, neurodegenerative diseases, and diabetes.

Over **81,876** clinical studies on PUBMED

PURXCEL ACEMANNAN SUPPORT STUDIES

AUTHORS	STUDIES	RESULTS/FINDINGS
Sierra-García GD Castro-Ríos R, González-Horta A, Lara-Arias J, Chávez-Montes A	Acemannan, an extracted polysaccharide from <i>Aloe vera</i>: A literature review.	<p>Acemannan has various medicinal properties like osteogenic, anti-inflammatory, and antibacterial, which accelerate healing of lesions.</p> <p>Also, acemannan is known to have antiviral and antitumor activities in vivo through activation of immune responses. It was concluded that <i>Aloe vera</i> has immense potential as a therapeutic agent.</p>
<i>Liu C, Cui Y, Pi F, Cheng Y, Guo Y, Qian H.</i>	Extraction, Purification, Structural Characteristics, Biological Activities and Pharmacological Applications of Acemannan, a Polysaccharide from <i>Aloe vera</i>: A Review.	<p>Acemannan, considered one of the main bioactive polysaccharides of <i>Aloe vera</i>, possesses immunoregulation, anti-cancer, anti-oxidation, wound healing and bone proliferation promotion, neuroprotection, and intestinal health promotion activities, among others.</p>

WHAT COULD PURXCEL MEAN FOR ME?



- Weight Management
- Pain Relief
- Sleep Quality
- Energy
- Fertility
- UV Protection
- Cognitive Ability
- Anti-aging
- Cellulite Reduction
- Physical Performance
- Immunity
- Lowers Cholesterol Levels
- Anti-inflammatory
- Primary Antioxidant
- Lowering of Blood Sugar Levels
- Bone Proliferation
- Antineoplastic
- Improves Neuro-Protection
- Promotes Intestinal Health
- Sexual Performance & Fertility
- and lots more

PRODUCT TESTIMONIALS

2020
PHYSICIAN'S
DESK
REFERENCE
PDR.NET



GREAT PRODUCTS = GREAT BUSINESS OPPORTUNITY

PURE BUSINESS OFFERS...

- A unique Business opportunity for everyone
- The world's most rewarding compensation plan
- Easy to understand



PURE PROSPERITY PLAN

Build the **life** of your dreams



Discover the unlimited potential of the PURE “hybrid”
Prosperity compensation plan

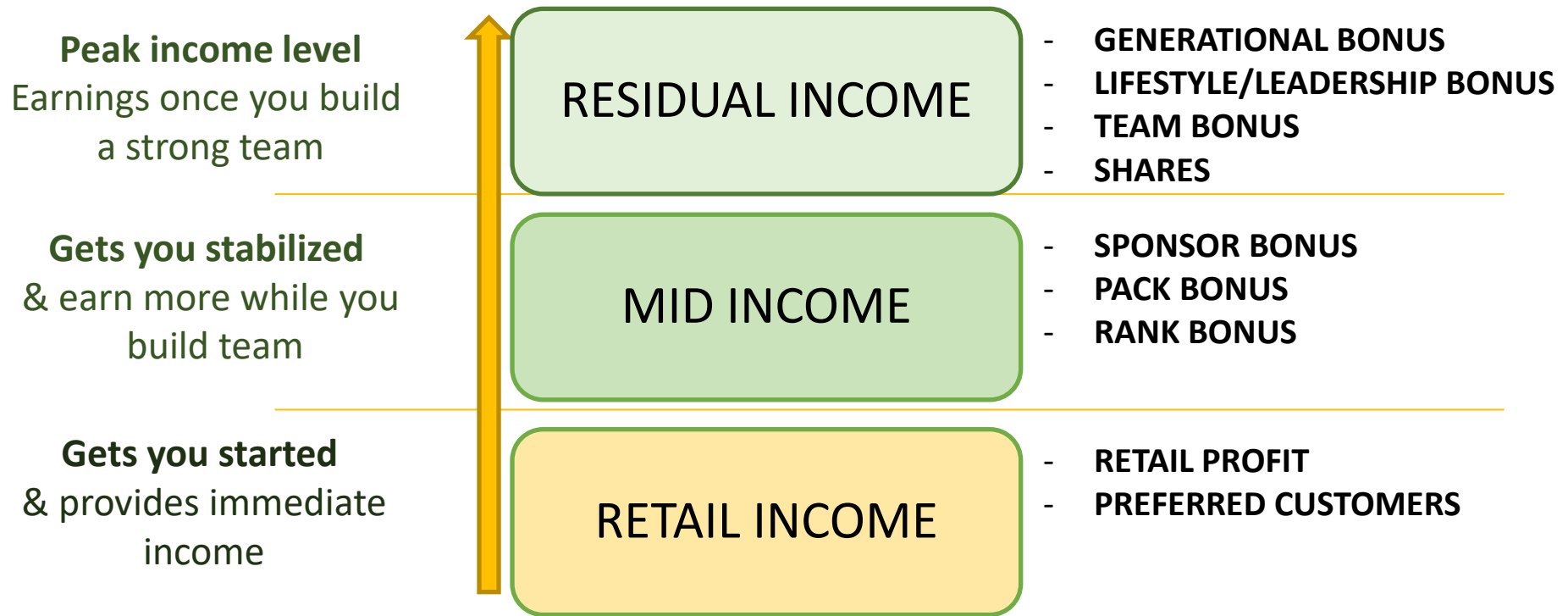
BINARY + UNILEVEL

10 WAYS TO MAKE MONEY

TEN WAYS TO EARN IN PURE

1. Retail Bonus
2. Pack Bonus (paid weekly)
3. Sponsor Bonus (paid weekly)
4. Team Bonus (paid weekly)
5. Generational Matching Bonus (paid weekly)
6. Rank Achievement Bonus (paid 1 time, + in addition to all earned commissions)
7. Lifestyle Bonus (paid monthly)
8. Leadership Bonus (paid weekly)
9. Luxury Incentive trips
10. Luxury Car Programme

EARNING MATRIX



HOW TO GET STARTED

ENROLLMENT PACKS

	PV	COMMISSION ACTIVE	PRODUCT UNITS
CFA65,880	50	4 Weeks	2- 12
CFA98,820	100	8 Weeks	4- 24
CFA272,060	250	12 Weeks	10- 60
CFA527,650	500	16 Weeks	20- 120

RE-ORDER AMOUNT			Active period
CFA51,850	50PV	2- 6 Products	28 DAYS

1

RETAIL PROFIT

Buy Product Packs or any product at wholesale and sell at a retail price.

$$\text{Retail Price} - \text{Wholesale Price} = \text{Retail Profit}$$

Example –

$$\text{Daily Build: CFA32,940} - \text{CFA25,925} = \text{CFA 7,015}$$

2

PACK BONUS

STARTUP PACKS	PV	COMMISSION ACTIVE	PRODUCT UNITS	PACK BONUS
CFA65,880	50	4 Weeks	2- 12	CFA9,150
CFA98,820	100	8 Weeks	4- 24	CFA18,300
CFA272,060	250	12 Weeks	10- 60	CFA36,600
CFA527,650	500	16 Weeks	20- 120	CFA61,000

Pack Bonus is paid to the Sponsor regardless of their entry level and regardless of the Sponsor's "Commission Active" status.
ALL PURE Orders include "To Your Door" Shipping

PACK BONUS IS PAID WEEKLY

3

SPONSOR BONUS

Sponsor Bonus is paid weekly.

When you enroll a new PURE IBO, you will receive 10% of their product order PV during their first 90 days.

ENROLLMENT PACKS	PV	COMMISSION ACTIVE	PRODUCT UNITS	SPONSOR BONUS
CFA65,880	50	4 Weeks	2- 12	CFA3,050
CFA98,820	100	8 Weeks	4- 24	CFA6,100
CFA272,060	250	12 Weeks	10- 60	CFA15,250
CFA527,650	500	16 Weeks	20- 120	CFA30,500

SPONSOR BONUS IS PAID WEEKLY

TOTAL IMMEDIATE BONUS

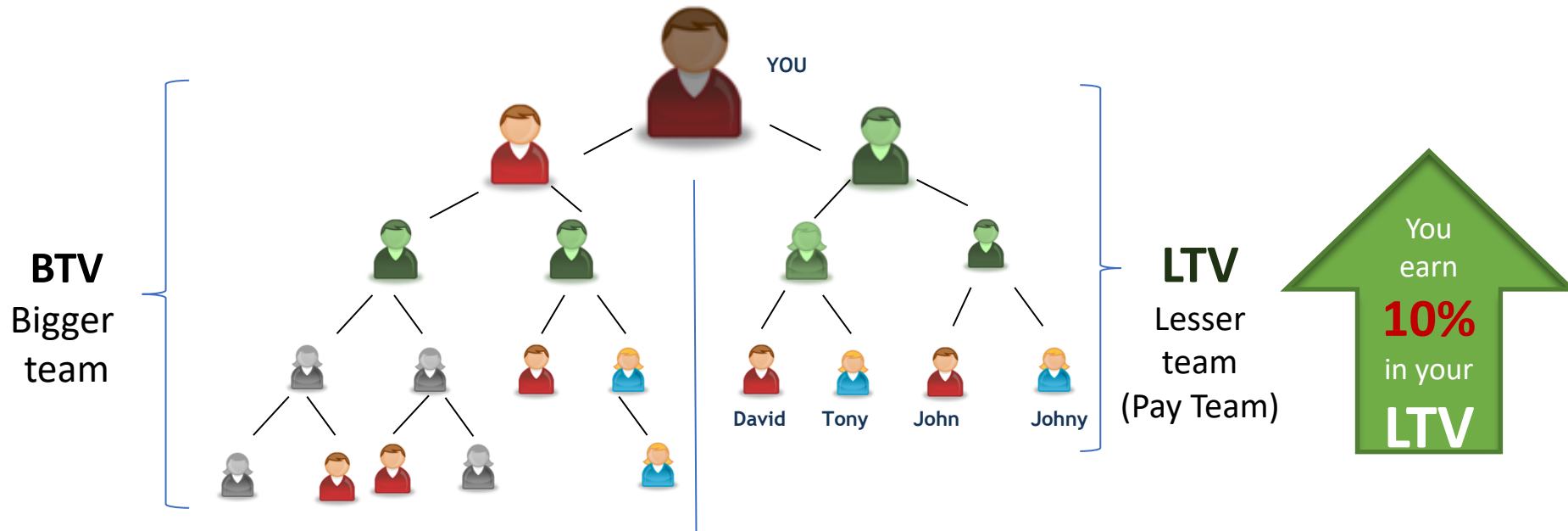
When you enroll a new PURE IBO, you receive this total Bonus.

ENROLLMENT PACKS	PV	COMMISSION ACTIVE	PRODUCT UNITS	SPONSOR BONUS	PACK BONUS	TOTAL BONUS
CFA65,880	50	4 Weeks	2- 12	CFA3,050	CFA9,150	CFA12,200
CFA98,820	100	8 Weeks	4- 24	CFA6,100	CFA18,300	CFA24,400
CFA272,060	250	12 Weeks	10- 60	CFA15,250	CFA36,600	CFA51,850
CFA527,650	500	16 Weeks	20- 120	CFA30,500	CFA61,000	CFA91,500

4

TEAM BONUS (BINARY TREE)

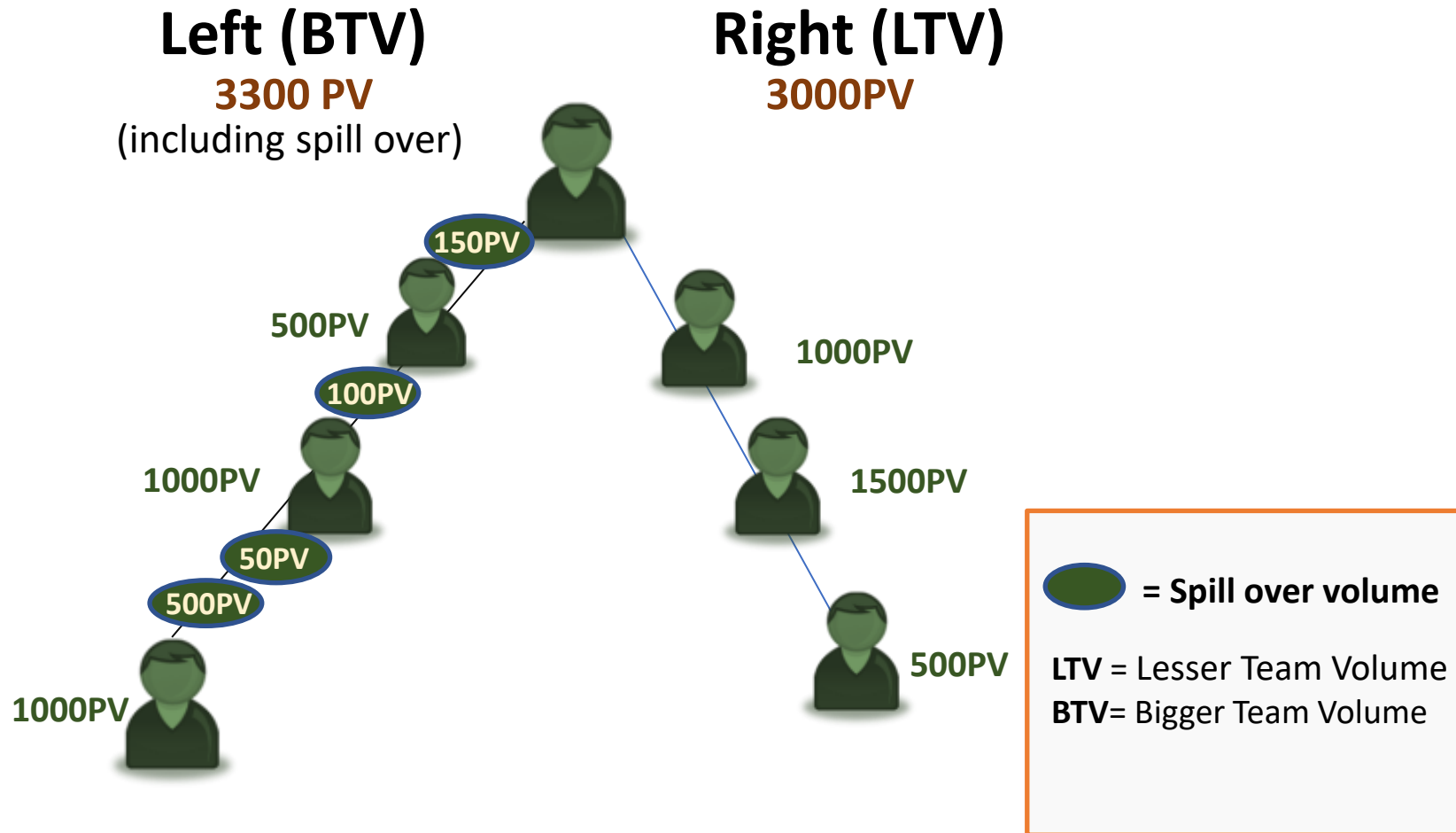
Your personal Sales Organization is divided into two teams. Based on your Leadership Rank you may earn 10% of the **Product Volume (PV)** in your lesser team volume or “Pay” Team.



To qualify for the TEAM Bonus, you must generate a minimum of 50PV every 4 weeks to be Commission Active, and enroll two people, one Commission Active person on your left and right.

TEAM BONUS IS PAID WEEKLY

TEAM BONUS (EXAMPLE)



You would be paid 10% of your LTV E.g. 3,000 PV = **\$300 (CFA183,000)**

HOW TO ACHIEVE RANK

RANK	LTV	STV	Max STV/Leg	Weekly Potential Income Range**
IBO	Retail Bonus, Sponsor Bonus, and Pack Bonus			
BRONZE	500 PV	-	-	CFA30,500 - CFA610,000
SILVER	1500 PV	2000 PV	1500 PV	CFA91,500 - CFA610,000
GOLD	3000 PV	4000 PV	3000 PV	CFA183,000 - CFA915,000
PLATINUM	5,000 PV	7,000 PV	5,000 PV	CFA305,000 - CFA1,830,000
SAPPHIRE	7,500 PV	10,500 PV	7,000 PV	CFA457,500 - CFA2,440,000
RUBY	10,000 PV	15, 000 PV	10,000 PV	CFA610,000 - CFA3,660,000
EMERALD	15,000 PV	20,000 PV	13,000 PV	CFA915,000 - \$4,880,000
DIAMOND	20,000 PV	35,000 PV	15,000 PV	CFA1,220,000 - CFA7,625,000
BLUE DIAMOND	30,000 PV	50,000 PV	20,000 PV	CFA1,830,000 - CFA15,250,000
PRESIDENTIAL BLACK DIAMOND	30,000 PV	75,000 PV	25,000 PV	CFA1,830,000 - UNLIMITED
CHAIRMAN BLACK DIAMOND	30,000 PV	150,000 PV	50,000 PV	CFA1,830,000 - UNLIMITED
AMBASSADOR BLACK DIAMOND	30,000 PV	300,000 PV	100,000 PV	CFA1,830,000 - UNLIMITED
CROWN DIAMOND	30,000 PV	500,000 PV	125,000 PV	CFA1,830,000 - UNLIMITED

**Team + Generational*

5

GENERATIONAL BONUS (SPONSOR TREE)

RANK/BONUS	Gen. 7% Match
GOLD	1
PLATINUM	2
SAPPHIRE	3
RUBY	4
EMERALD	4
DIAMOND	5
BLUE DIAMOND	6
PRESIDENTIAL BLACK DIAMOND	7
CHAIRMAN BLACK DIAMOND	8
AMBASSADOR BLACK DIAMOND	9
CROWN DIAMOND	10

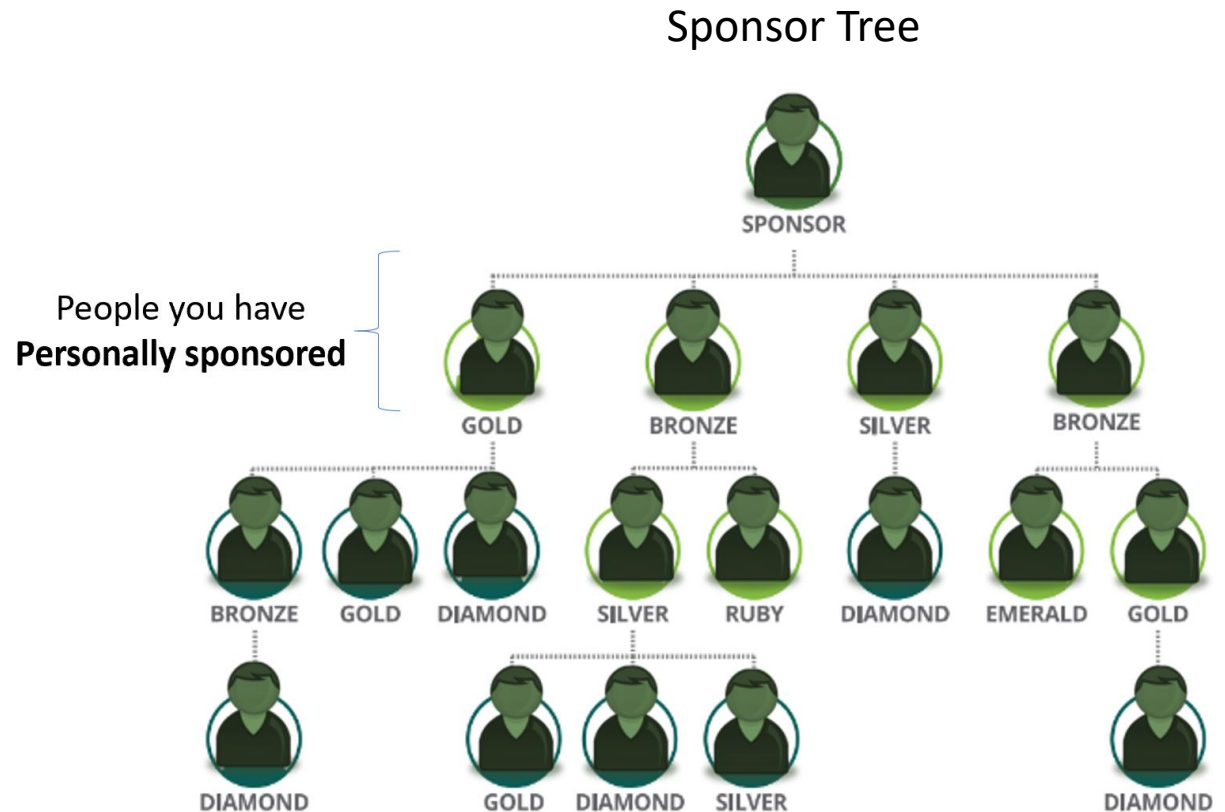
Levels vs PURE Generation



Based on your weekly Paid Rank you will receive a 7% MATCH on the Team Bonus of IBO's in your Sponsor Team down through and including up to 10 Generations of Silver and above ranked leaders

GENERATIONAL BONUS

RANK/BONUS	Gen. 7% Match
GOLD	1
PLATINUM	2
SAPPHIRE	3
RUBY	4
EMERALD	4
DIAMOND	5
BLUE DIAMOND	6
PRESIDENTIAL BLACK DIAMOND	7
CHAIRMAN BLACK DIAMOND	8
AMBASSADOR BLACK DIAMOND	9
CROWN DIAMOND	10



RANK BONUS

CROWN DIAMOND

CFA152,500,000

**AMBASSADOR
BLACK DIAMOND**

CFA91,500,000

**CHAIRMAN
BLACK DIAMOND**

CFA22,883,540

**PRESIDENTIAL
BLACK DIAMOND**

CFA10,683,540

BLUE DIAMOND

CFA7,617,070

DIAMOND

CFA4,583,540

EMERALD

CFA2,291,770

RUBY

CFA1,525,000

SAPPHIRE

CFA763,720

PLATINUM

CFA610,000

2020 PURE RANK BONUS PROMOTION TERMS AND CONDITIONS

NO PURCHASE NECESSARY TO PARTICIPATE IN THE PURE RANK BONUS PROMOTION.

By participating in the PURE Rank Bonus Promotion, you accept and agree to be bound by these terms and conditions, which specifically include complying with all obligations set forth in your IBO Agreement.

The Promotion is valid for Independent Business Owners (IBOs) in the United States, Canada, Japan, Taiwan, Australia, New Zealand, Thailand and Africa only. IBOs must be active and in good standing at the time of earning and receiving the PURE Rank Bonus. 'Active' is defined as having 100PV or more (either personal product purchases or product sales to Retail and Preferred Customers or any combination thereof) every 28 days. PV (Product Volume) is the amount of volume assigned to each product. An IBO in good standing is compliant with the IBO Agreement, and has not received a compliance sanction, including but not limited to a sanction for probation, suspension or termination. Additionally, any notice for breaches of the Non-Solicitation, Non-Competition, Confidentiality or Proprietary Information provisions of the IBO Agreement will result in forfeiture of all PURE Rank bonuses and will disqualify the IBO from being awarded PURE Rank bonuses and participating in the PURE Rank Bonus Promotion in the future.

The Promotion qualification period begins on January 1, 2020, and ends on December 30, 2020.

Promotion participants can become qualified to earn the PURE Rank Bonus for their first time rank advancements, starting at Platinum Director and above. See the PURE Prosperity Compensation Plan published on the company website for rank qualification details.

PURE Rank Promotion Rules/Details include the Promotion qualification requirements and are published on the company website. From time to time, PURE may update, amend, add to, or modify the PURE Rank Bonus Promotion qualification requirements, in its sole discretion, without advance notice.

IBOs must abide by the PURE IBO Policies and Procedures. PURE reserves the right to disqualify an IBO if a policy violation, fraud or other conduct that compromises the integrity of the Promotion is identified, as determined by PURE in its sole discretion.

The bonus payout is awarded on a maximum of 5 bonus rank advancements during a commission period, i.e., no more than 5 bonus ranks can be skipped during a commission period. All Executive ranks and above will be awarded bonuses in installments.

EXECUTIVE PURE RANK BONUS PAYOUT REQUIREMENTS AND SCHEDULE:

Sapphire Executive Rank Advancement

- Initial payout of **\$1000** paid within 15 business days of advancing to Sapphire.
- Second installment **\$250**

Requirement to receive second installment- Must re-obtain the rank of Sapphire or above at least once during the following ten weeks.

Ruby Executive Rank Advancement

- Initial payout of \$1,250 paid within 15 business days of advancing to Ruby.
- Second installment \$1,250

Requirement to receive second installment- Must re-obtain the rank of Ruby or above at least once during the following ten weeks.

Emerald Executive Rank Advancement

- Initial payout of \$1,875 paid within 15 business days of advancing to Emerald.
- Second installment \$1,875

Requirement to receive second installment- Must re-obtain the rank of Emerald or above at least once during the following ten weeks.

DIAMOND PURE RANK BONUS PAYOUT REQUIREMENTS AND SCHEDULE:

Diamond Rank Advancement

- Initial payout of \$5,000 paid within 15 business days of advancing to Diamond.
- Second installment \$2,500

Requirement to receive second installment- Must re-obtain the rank of Diamond or above at least once during the following ten weeks.

Blue Diamond Rank Advancement

- Initial payout of \$5,000 paid within 15 business days of advancing to Blue Diamond.
- Second installment \$3,750

Requirement to receive second installment- Must re-obtain the rank of Blue Diamond or above at least once during the following ten weeks.

- Third installment \$3,750

Requirement to receive third installment- Must re-obtain the rank of Blue Diamond or above at least once during the ten weeks following the second installment.

BOARDROOM PURE RANK BONUS PAYOUT REQUIREMENTS AND SCHEDULE:

Presidential Black Diamond Rank Advancement

- Initial payout of \$7,500 paid within 15 business days of advancing to Presidential Black Diamond.
- Second & Third installments are paid in increments of 5,000 per month for the following two months.

Requirement to receive second and third installments- Must obtain the rank of Presidential Black Diamond or above at least once during each of the following two months.*

Chairman Black Diamond Rank Advancement

- Initial payout of \$15,000 paid within 15 business days of advancing to Chairman Black Diamond.
- Second & Third installments are paid in increments of \$11,250 per month for the following two months.

Requirement to receive second and third installments- Must obtain the rank of Presidential Black Diamond or above at least once during each of the following two months.*

Ambassador Black Diamond Rank Advancement

- Initial payout of \$25,000 paid within 15 business days of advancing to Ambassador Black Diamond.
- Second through sixth installments are paid in increments of \$25,000 per month for the following five months.

Requirement to receive second through sixth installments- Must obtain Rank of Chairman Black Diamond or above at least once during each of the following five months.*

Crown Diamond Rank Advancement

- Initial payout of \$25,000 paid within 15 business days of advancing to Crown Diamond.
- Second through tenth installments are paid in increments of \$25,000 per month for the following nine months.

Requirement to receive second through tenth installments- Must obtain Rank of Ambassador Black Diamond or above at least once during each of the following nine months.*

***All Boardroom Ranks are allowed one exception month; meaning if the IBO does not obtain the required rank in any given month for the duration of the payout schedule they are allowed a one-time exception to achieve the following month.**

IBOs with a beneficial interest in more than one account may only qualify on one account, i.e. the primary and/or highest ranking account. Spouses, partners, other persons residing with the IBO, and any persons having a beneficial or equity interest in a business entity account, may only qualify on one account combined.

Any bonus earned by a Promotion qualifier will be paid within 15 business days of meeting all Promotion requirements and qualifications. Bonuses will only be awarded on the highest rank achieved during the respective commission period, maximum rank advancement restrictions apply.

Commission periods begin on Tuesdays at 12am Eastern Time and end on Mondays at 11:59pm Eastern Time.

If the qualified IBO chooses not to accept the bonus earned, the award will be forfeited. PURE Rank Bonuses are not transferrable.

All determinations and decisions as to awarding the PURE Rank Bonus are solely at PURE's discretion.

Qualifying accounts are verified by PURE at the close of the commission period. In the event that product returns, that count as qualifying volume, are in excess of the minimum qualifying volume or result in a demotion of rank/title or good standing, then PURE reserves the right to disqualify that individual in its sole discretion.

PURE reserves the right, in its sole discretion, to recover the total amount of the awarded PURE Rank Bonus directly or indirectly through the withholding of future commissions if:

- a. Products are returned which result in negative evaluation in excess of the minimum volume requirements.
- b. A qualifying IBO is found to have violated any PURE policies in connection with receiving or increasing a PURE Rank Bonus.

PURE assumes no responsibility for notifying PURE Rank Bonus Promotion participants of any returns or cancellations within their organization that affect qualifications.

All applicable taxes are the responsibility of the PURE Rank Bonus recipient. The value of the PURE Rank Bonus will be included as reportable income in the award recipient's 1099.

PURE reserves the right, in its sole discretion, to discontinue, cancel or modify this Promotion and/or its terms and conditions at any time without advance notice.

The PURE Rank Bonus Promotion is sponsored by PURE Gen Holdings, Inc., ("PURE") – 7164 Technology Dr., Ste. 100, Frisco, TX 75033.

THIS PROMOTION IS VOID WHERE PROHIBITED BY LAW.

* The LIFESTYLE BONUS is paid on the highest qualified rank achieved twice within a calendar month.

RANK	LIFESTYLE BONUS*
BRONZE	CFA30,500/Month
SILVER	CFA91,500/Month
GOLD	CFA183,000/Month
PLATINUM	CFA305,000/ Month
SAPPHIRE	CFA456,890/Month
RUBY	CFA549,000/Month
EMERALD	CFA671,000/Month

Example:

Week 1: Gold, Week 2: Sapphire, Week 3: Platinum, Week 4: Ruby
Lifestyle Bonus would pay out Sapphire – CFA456,890

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LEADERSHIP BONUS

Based on your Monthly or weekly Paid Rank you will receive a specific dollar bonus amount monthly, OR between 1 and 10 Shares weekly of a 3% global pool of the PURE Total Company Volume

- Leadership bonus is currently paying out approximately \$1,000 per share – imagine \$10,000 US per week!!

LEADERSHIP RANK	SHARES OF POOL	APPROX. VALUE OF SHARE
DIAMOND	1	CFA610,000/week
BLUE DIAMOND	2	CFA1,220,000/week
PRESIDENTIAL DIAMOND	3	CFA1,830,000/week
CHAIRMAN	4	CFA2,440,000/week
AMBASSADOR	6	CFA3,660,000/week
CROWN DIAMOND	10	CFA6,100,000/week

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LUXURY INCENTIVE TRIPS



BAHAMAS



CANADA



PARIS

UNITED STATES

DUBAI

ITALY

LONDON

DIAMOND TRIPS

CRUISE TRIPS

PERU

10 LUXURY CAR PROGRAMME



Hit the rank of **DIAMOND** and be eligible to participate in this car partnership programme.

T & C Applies

FINANCIAL TESTIMONIALS



"The size of your success is measured by the strength of your desire"
- Robert Kiyosaki



*"Never depend on single **income**. Make investment to create a second source."*
- Warren Buffet

START YOUR JOURNEY TO FINANCIAL FREEDOM

ACCOUNT DETAIL

ACCOUNT NAME:
PUREGEN CAMEROON

ACCOUNT NUMBERS:
UNITED BANK OF AFRICA
01011001730

ACCOUNT TYPE:
CUREENT ACCOUNT



ORDER FORM

First Name/Middle Name(s): _____ Surname(s): _____ PURE ID(#): _____

Mobile(#): _____ D.O.B: / / SIGN-UP ☐ AUTOSHIP ☐ Male ☐ Female ☐

Address: _____ Email: _____

Bank Account Name: _____ Bank: _____ Account(#): _____

Sponsor Name: _____ Sponsor PURE ID(#): _____ Date: / /

50PV ENROLLMENT PACKS						
SKU	50PV Starter Packs	QTY	PV	Current Active	Price	Sponsor Bonus
CFA001	Personal 50PV Cleanse	12	50	4 Wks	CFA65,800	CFA3,500
CFA002	Personal 50PV Purfol	4	50	4 Wks	CFA65,800	CFA3,500
CFA003	Personal 50PV Daily Build Cap	2	50	4 Wks	CFA65,800	CFA3,500

100PV ENROLLMENT PACKS						
SKU	100PV starter Packs	QTY	PV	Current Active	Price	Sponsor Bonus
CFA004	Personal 100PV Cleanse	25	100	8 Wks	CFA65,800	CFA6,100
CFA005	Personal 100PV Purfol	7	100	8 Wks	CFA65,800	CFA6,100
CFA006	Personal 100PV Daily Build Cap	4	100	8 Wks	CFA65,800	CFA6,100

250PV ENROLLMENT PACKS						
SKU	250PV starter Packs	QTY	PV	Current Active	Price	Sponsor Bonus
CFA007	Personal 250PV Cleanse	60	250	12 Wks	CFA272,000	CFA15,200
CFA008	Personal 250PV Purfol	20	250	12 Wks	CFA272,000	CFA15,200
CFA009	Personal 250PV Daily Build Cap	10	250	12 Wks	CFA272,000	CFA15,200

500PV ENROLLMENT PACKS						
SKU	500PV starter Packs	QTY	PV	Current Active	Price	Sponsor Bonus
CFA010	Personal 500PV Cleanse	120	500	16 Wks	CFA527,000	CFA30,000
CFA011	Personal 500PV Purfol	40	500	16 Wks	CFA527,000	CFA30,000
CFA012	Personal 500PV Daily Build Cap	20	500	16 Wks	CFA527,000	CFA30,000

50PV COMBO PACKS				
SKU	Enrollment Packs (50PV Combo Packs)	QTY	PV	Price
CFA001	Combo Pack 1: 6 Cleanse + 2 Purfol	4	50	CFA65,800
CFA002	Combo Pack 2: 3 Cleanse + 1 Purfol + 1 Daily Build Capsule	3	50	CFA65,800
CFA003	Combo Pack 3: 2 Purfol + 1 Daily Build Capsule	3	50	CFA65,800
CFA004	Combo Pack 4: 6 Cleanse + 1 Daily Build Capsule	7	50	CFA65,800

100PV COMBO PACKS				
SKU	Enrollment Packs (100PV Combo Packs)	QTY	PV	Price
CFA005	Combo Pack 1: 12 Cleanse + 4 Purfol	16	100	CFA65,800
CFA006	Combo Pack 2: 6 Cleanse + 4 Purfol + 1 Daily Build Capsule	11	100	CFA65,800
CFA007	Combo Pack 3: 4 Cleanse + 2 Purfol + 2 Daily Build Capsule	16	100	CFA65,800
CFA008	Combo Pack 4: 4 Purfol + 2 Daily Build Capsule	8	100	CFA65,800

250PV COMBO PACKS				
SKU	Enrollment Packs (250PV Combo Packs)	QTY	PV	Price
CFA009	Combo Pack 1: 30 Cleanse + 10 Purfol	40	250	CFA272,000
CFA010	Combo Pack 2: 15 Cleanse + 5 Purfol + 5 Daily Build Capsule	20	250	CFA272,000
CFA011	Combo Pack 3: 10 Purfol + 5 Daily Build Capsule	10	250	CFA272,000

ACCOUNT DETAILS	
BANK: USA BANK	
ACCOUNT NUMBER: 01011001730	
ACCOUNT NAME: PUREGEN CAMEROON	
ACCOUNT TYPE: CURRENT ACCOUNT	

AUTOSHIP					
Product Re-order AutoShip	QTY	PV	Current Active	Price	Sponsor Bonus
	3	50	4 Wks	CFA31,800	CFA3,500

After payment, please send us an Email of your order documentation to Cameroon@livepure.com



HOW TO UPDATE YOUR ADDRESS OR BANK ACCOUNT DETAILS VIA YOUR BACK OFFICE

The screenshot shows the VBO interface. A red arrow points from the 'My Business' section to the 'Team Dashboard' link. A text box with an orange border contains the following instructions:

Log into your Virtual Back Office (VBO)
And click 'My Business'.
under 'My Business' click on 'Team Dashboard'

The interface includes a sidebar with navigation options: Home, My Business, Orders, Tools, and Enrollment. The main content area displays user information for Bob Test (NG 10000000, 10/10/20 joined) and Mary Test (ZA 10000000). It also shows placement information for Adam Test (GH 10000000 - Right) and a lifetime rank of Gold Director. Two circular progress indicators show Weekly PV (0) and Active PV Amount (0). The bottom section is titled 'GENERAL INFORMATION' and includes a 'Personal Information' section with a profile picture placeholder.

HOW TO UPDATE YOUR ADDRESS OR BANK ACCOUNT DETAILS VIA YOUR BACK OFFICE

The screenshot displays the PURE back office interface. The top navigation bar includes a search bar, user profile (BOB TEST), and language settings (English). The left sidebar contains navigation links: Home, My Business, Orders, Tools, and Enrollment. The main content area is divided into sections for user information, team details, and account management. A red arrow points from the 'Address Profile' link in the left sidebar to the 'BANK ACCOUNT' form. A red box highlights the 'BANK ACCOUNT' form, and a red bracket indicates the input fields for bank details.

Under 'Team Dashboard' click on 'Bank Account'

Input correct bank Account details here

Bank Name

Branch Name

Account Holder

Account Number

Sort Code

Submit

To update **shipping address** or Billing Address, Click on '**Address Profile**' on the left panel



PEOPLE UNITED REACHING EVERYONE