

肯尼亞PURE™

PEOPLE UNITED REACHING EVERYONE



WHY PURE



PEOPLE UNITED REACHING EVERYONE



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 + PURE Nerium Skin Care Line
- Hi-ACT Principles- Direct Selling News 2020
- ~ \$100 Million Annual Sales



A photograph of Phil Knight, founder of Nike, speaking at a podium. He is an older man with a beard and mustache, wearing a dark suit jacket over a black shirt. He is smiling and gesturing with his hands on the podium. A microphone is positioned in front of him. The background is a solid blue.

Phil Knight

Founder of Nike

PURE Investor

21st RICHEST MAN IN THE WORLD

(as at October 2020)

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.

Vice 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

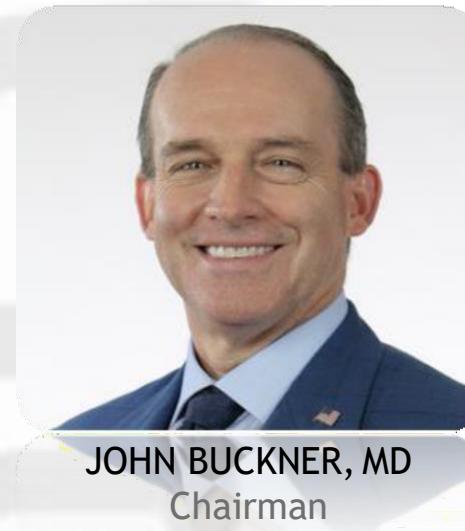
WELLNESS ADVISORY BOARD



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

CLEANSE BALANCE BUILD



2020

PHYSICIAN'S DESK
REFERENCE
PDR.NET

CLEANSE



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.

Cleanses 7 Elimination Pathways

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



BENEFITS OF CLEANSE



- It supports 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



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

ORGANIC SULFUR



2020
PHYSICIAN'S
DESK
REFERENCE

PDR.NET

ORGANIC SULPHUR



**Replenish your body with the highest level of
Organic Sulfur**

Our **Organic Sulfur** consists of 99.9% pure distilled
Methylsulfonylmethane (MSM)

No added fillers and binders

No artificial ingredients

Non-GMO, gluten-free, dairy-free, and vegan

BENEFITS OF ORGANIC SULPHUR

- It helps produce collagen(main component of connective tissue)
- It supports protein of tendons and supports cartilage
- It improves flexibility and mobility by promoting joint function and health.
- It promotes healthy bones, cavity and helps the connective tissues
- It helps promote healthy hair gland and nails.
- It reduces wrinkles and dryness
- It help maintain natural glowing skin and fight against skin conditions such as acne, pimples, psoriasis, vitiligo, blemishes, scare etc.



2020
PHYSICIAN'S
DESK
REFERENCE
PDR.NET

PURXCEL

TRI-ACTIVE TECHNOLOGY
BEYOND GLUTATHIONE



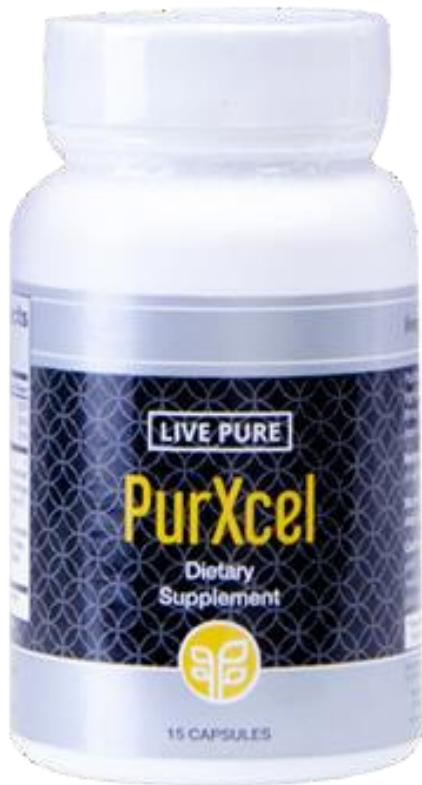
 **PURE**
PEOPLE UNITED REACHING EVERYONE

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

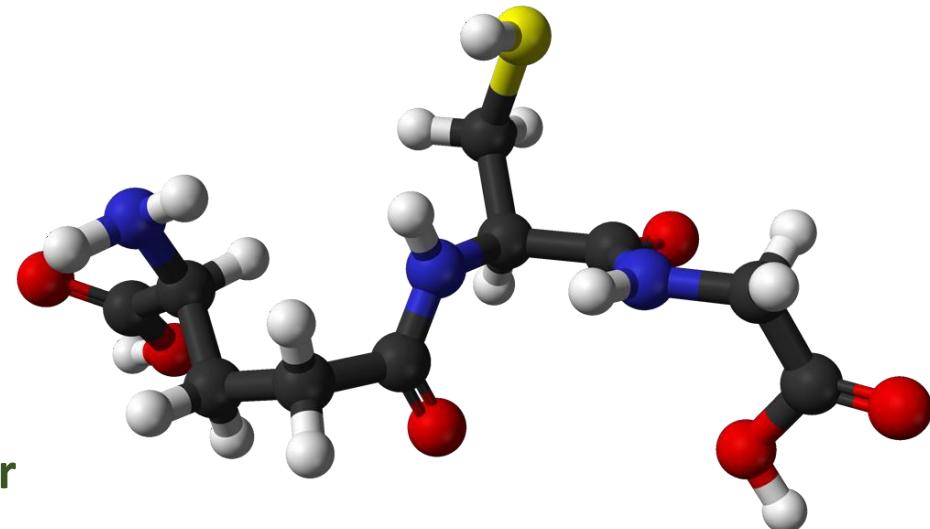
Every single cell needs glutathione to survive!

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



BENEFITS OF GLUTATHIONE

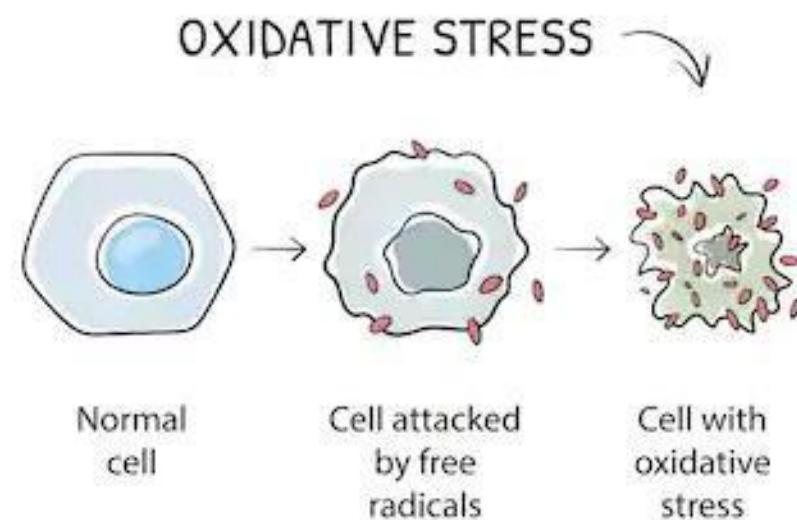
- Strengthens the **Immune System**
- Improves **Mental Focus, Acuity & clarity**
- Reduces the harmful **effects of stress**
- Optimize the body's **Energy Level**
- Detoxifies the body organs and cells
of toxins
- Supports better **Rest** and **sleep**
- Makes one look **Younger** and **skin healthier**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



PROBLEM/DEPLETION OF CELLULAR GLUTATHIONE

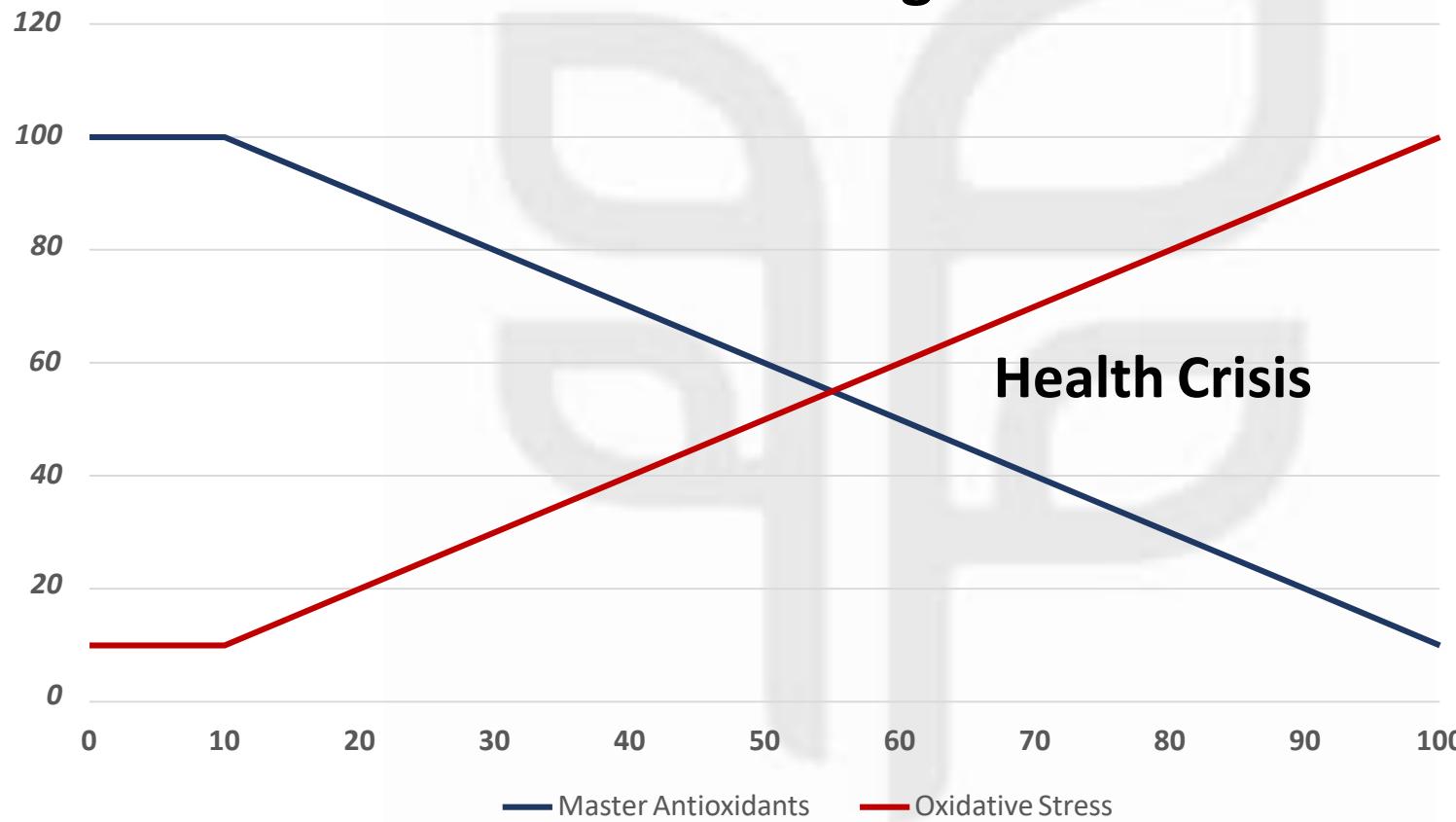
As we get older, the food we eat, the air we breath and so many things create **FREE RADICALS** that damage and degrade our cells

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
- Renal toxicity
- Oxidative stress from dialysis

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)

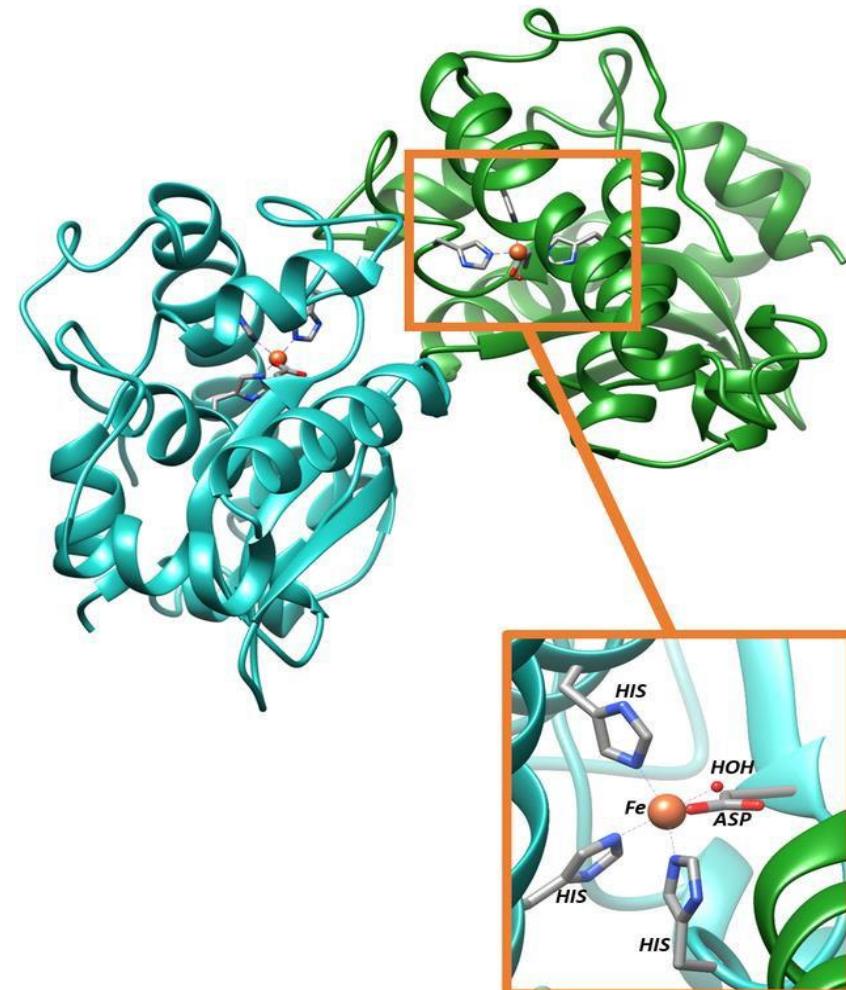
Superoxide dismutase (SOD) is a primary antioxidant enzymes.

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 problemsLowers cholesterol levelsanti-inflammatory and antioxidant
ALPHA LIPOIC ACID	<ul style="list-style-type: none">lower blood sugar levelsreduced inflammationslowed skin agingimproved 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 LevelsMay Reduce InflammationLower Cholesterol
BIOPEPERINE BLACK PEPPER EXTRACT	<ul style="list-style-type: none">Enhances bioavailabilityEnhances absorption of nutrients by at least 30%.

And Many other ingredients

PURXCEL IS THE ANSWER

Bioavailable
Glutathione (GSH)

Active Aloe
(Acemannan)

Superoxide
Dismutase (SOD)

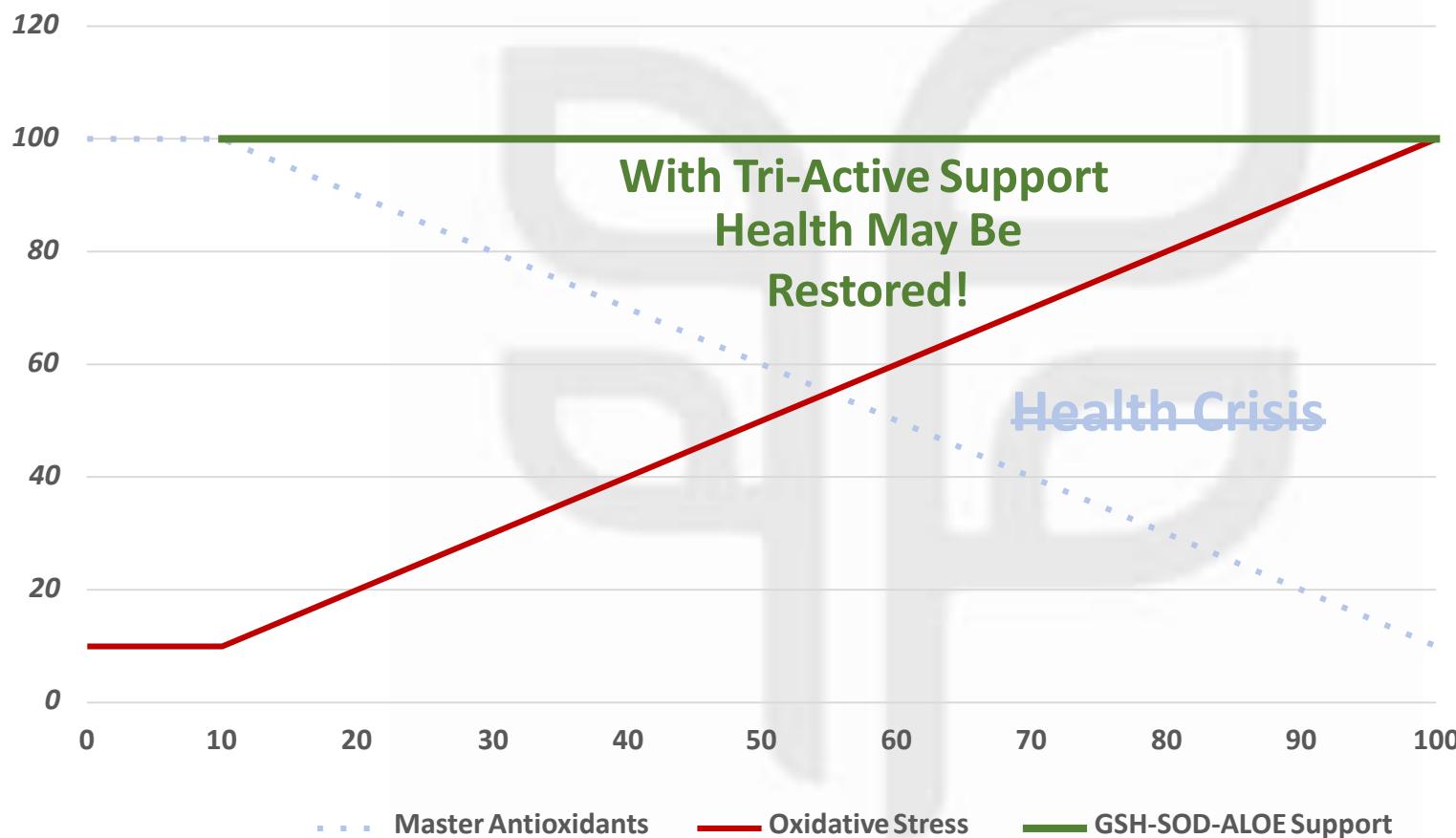


Tri-Active Technology

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	<p>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).</p> <p>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).</p>
Sinee Weschawalit Siriwan Thongtip 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 Aloe vera: 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 <i>in vivo</i> through activation of immune responses. It was concluded that Aloe vera 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 Aloe vera: 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



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

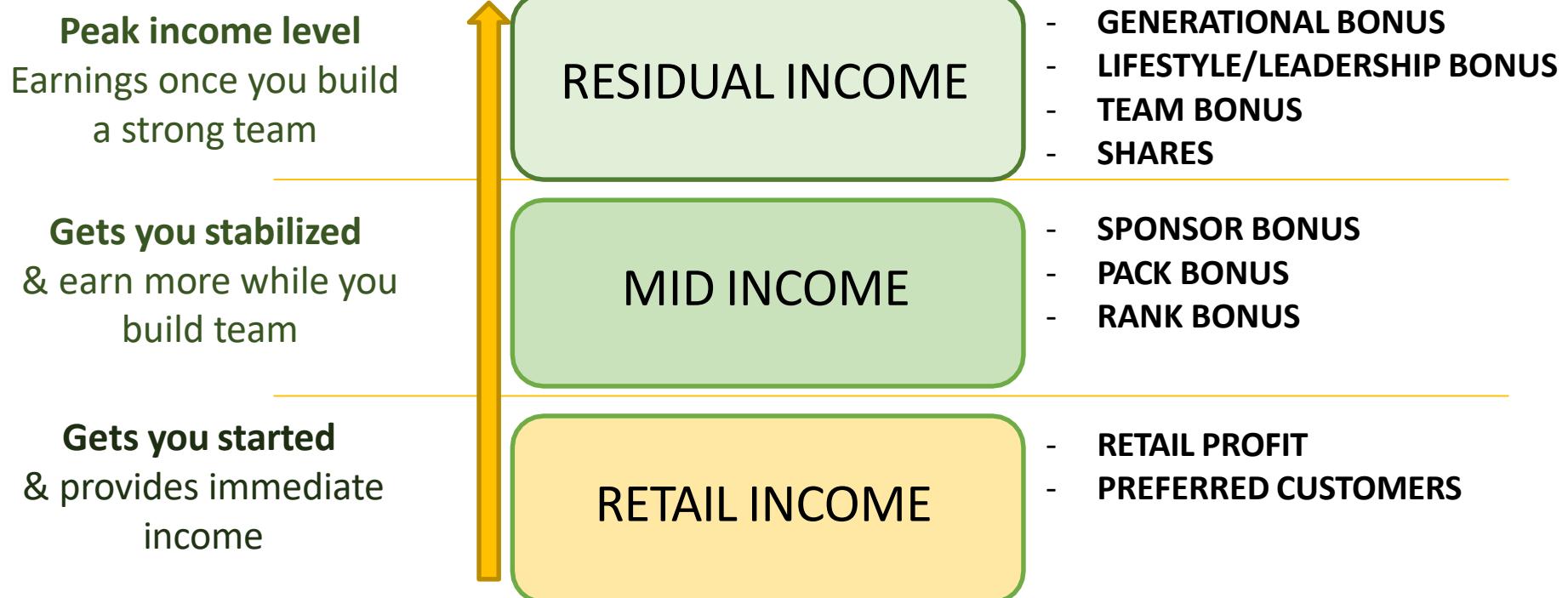


BINARY + UNILEVEL
10 WAYS TO MAKE MONEY

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



1

RETAIL PROFIT

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

Retail Price – Wholesale Price = **Retail Profit**

Example –

Daily Build: KES6,710 – KES5,500 = KES1,210

2

PACK BONUS

STARTUP PACKS	PV	COMMISSION ACTIVE	PRODUCT UNITS	PACK BONUS
KES14,190	50	4 Weeks	2- 4	KES1,650
KES20,680	100	8 Weeks	4- 8	KES3,300
KES56,210	250	12 Weeks	10	KES6,600
KES109,340	500	16 Weeks	20	KES11,000

**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
KES14,190	50	4 Weeks	2- 4	KES550
KES20,680	100	8 Weeks	4- 8	KES1,100
KES56,210	250	12 Weeks	10	KES2,750
KES109,340	500	16 Weeks	20	KES5,500

SPONSOR BONUS IS PAID WEEKLY

TOTAL IMMEDIATE BONUS

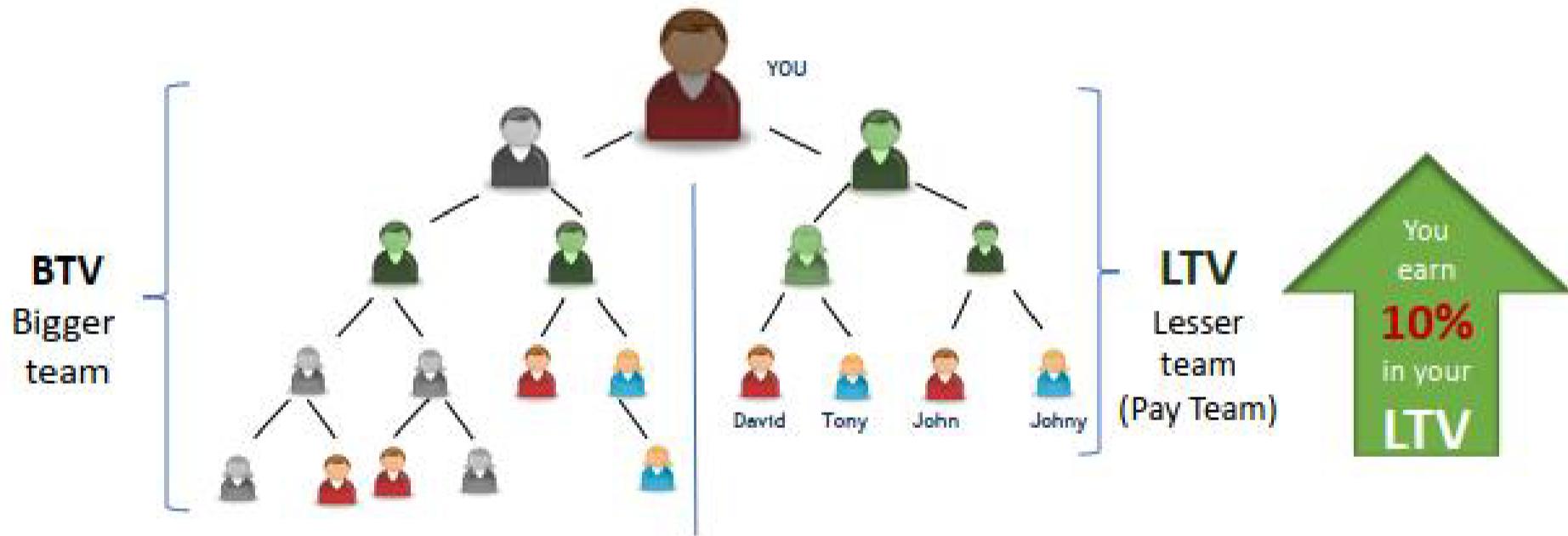
When you enroll a new PURE IBO, you receive this total Bonus.

ENROLLMENT PACKS	PV	COMMISSION ACTIVE	PRODUCT UNITS	SPONSOR BONUS	PACK BONUS	TOTAL BONUS
KES14,190	50	4 Weeks	2- 4	KES550	KES1,650	KES2,200
KES20,680	100	8 Weeks	4- 8	KES1,100	KES3,300	KES4,400
KES56,210	250	12 Weeks	10	KES2,750	KES6,600	KES9,350
KES109,340	500	16 Weeks	20	KES5,500	KES11,000	KES16,500

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.

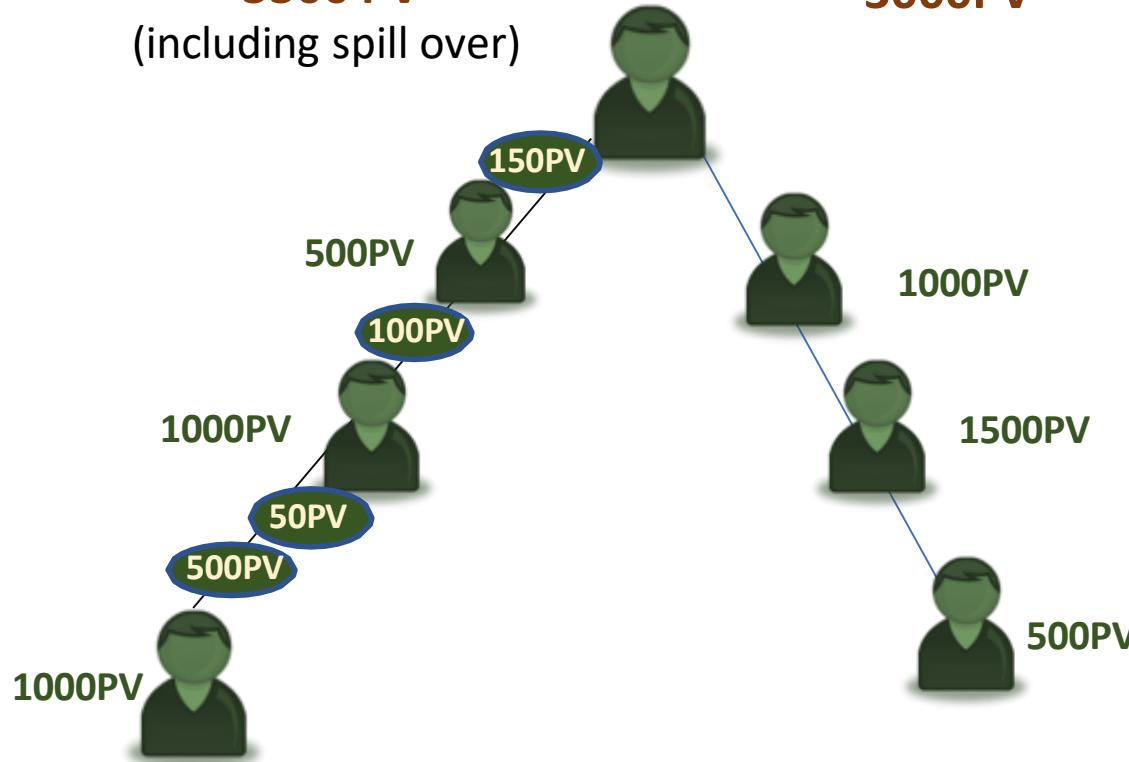
TEAM BONUS IS PAID WEEKLY

TEAM BONUS (EXAMPLE)

Left (BTV)

3300 PV

(including spill over)



Right (LTV)

3000PV



You would be paid 10% of your LTV E.g. 3,000 PV = \$300 (KES33,000)

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	-	-	KES5,500- KES110,000
SILVER	1500 PV	2000 PV	1500 PV	KES16,500 – KES110,000
GOLD	3000 PV	4000 PV	3000 PV	KES33,000- KES165,000
PLATINUM	5,000 PV	7,000 PV	5,000 PV	KES55,000- KES330,000
SAPPHIRE	7,500 PV	10,500 PV	7,000 PV	KES82,500 – KES440,000
RUBY	10,000 PV	15,000 PV	10,000 PV	KES110,000 – KES660,000
EMERALD	15,000 PV	20,000 PV	13,000 PV	KES165,000- KES880,000
DIAMOND	20,000 PV	35,000 PV	15,000 PV	KES220,000 – KES1,375,000
BLUE DIAMOND	30,000 PV	50,000 PV	20,000 PV	KES330,000 – KES2,750,000
PRESIDENTIAL BLACK DIAMOND	30,000 PV	75,000 PV	25,000 PV	KES330,000 - UNLIMITED
CHAIRMAN BLACK DIAMOND	30,000 PV	150,000 PV	50,000 PV	KES330,000 - UNLIMITED
AMBASSADOR BLACK DIAMOND	30,000 PV	300,000 PV	100,000 PV	KES330,000 - UNLIMITED
CROWN DIAMOND	30,000 PV	500,000 PV	125,000 PV	KES330,000 - UNLIMITED

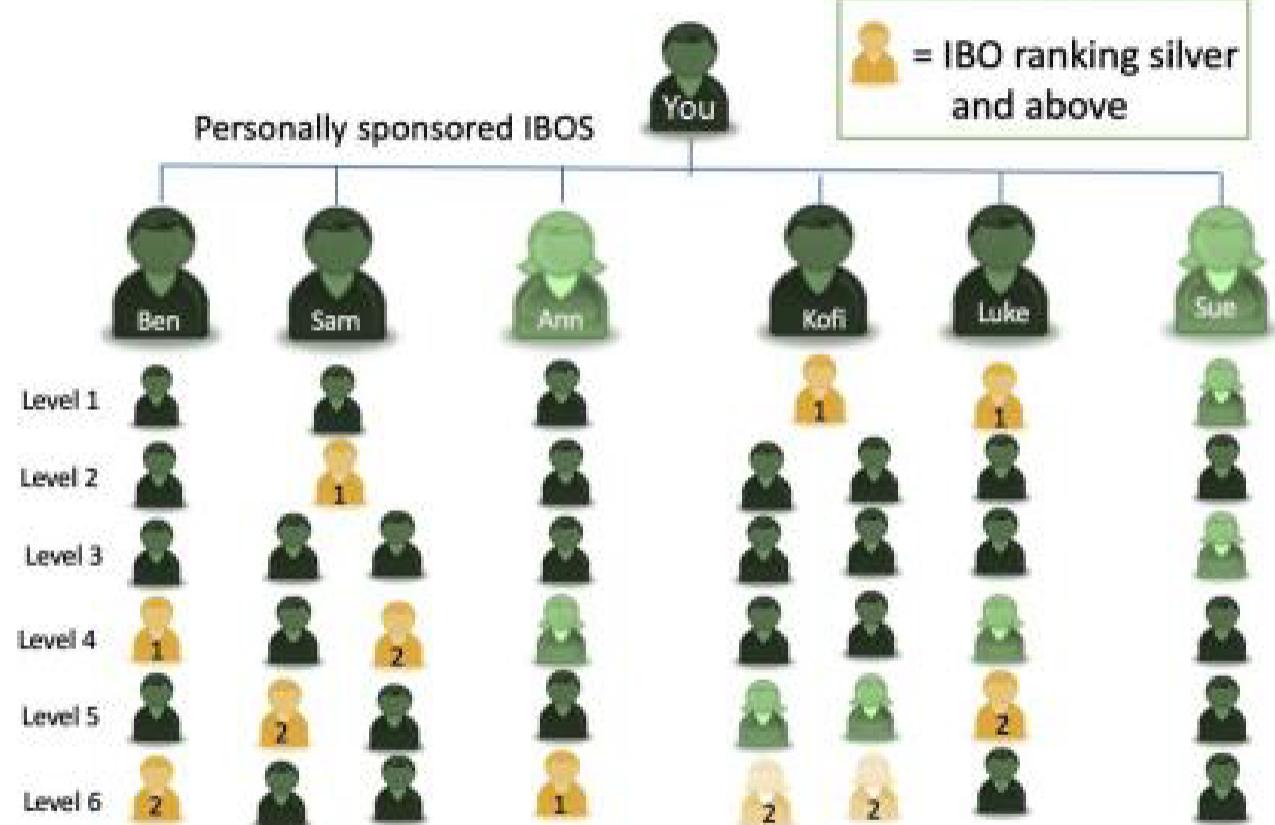
*Team + Generational

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

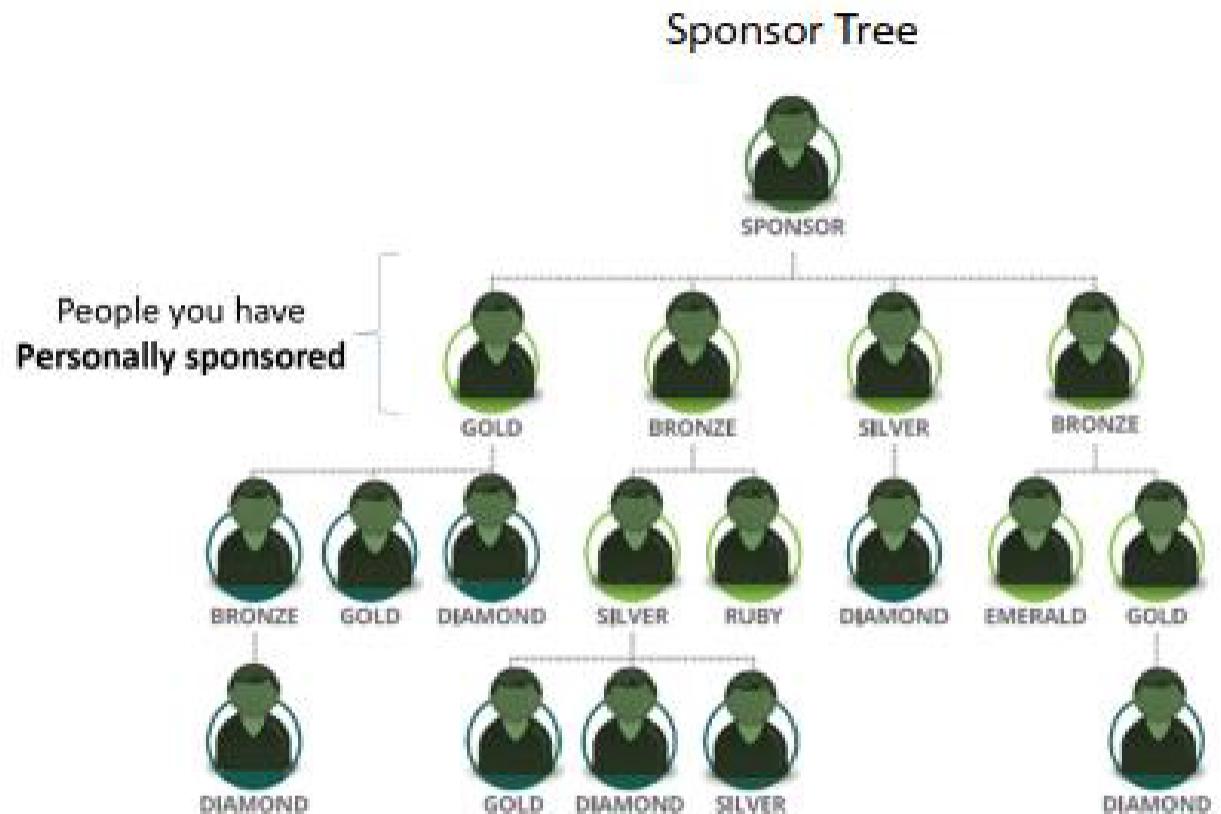


= IBO ranking silver and above

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

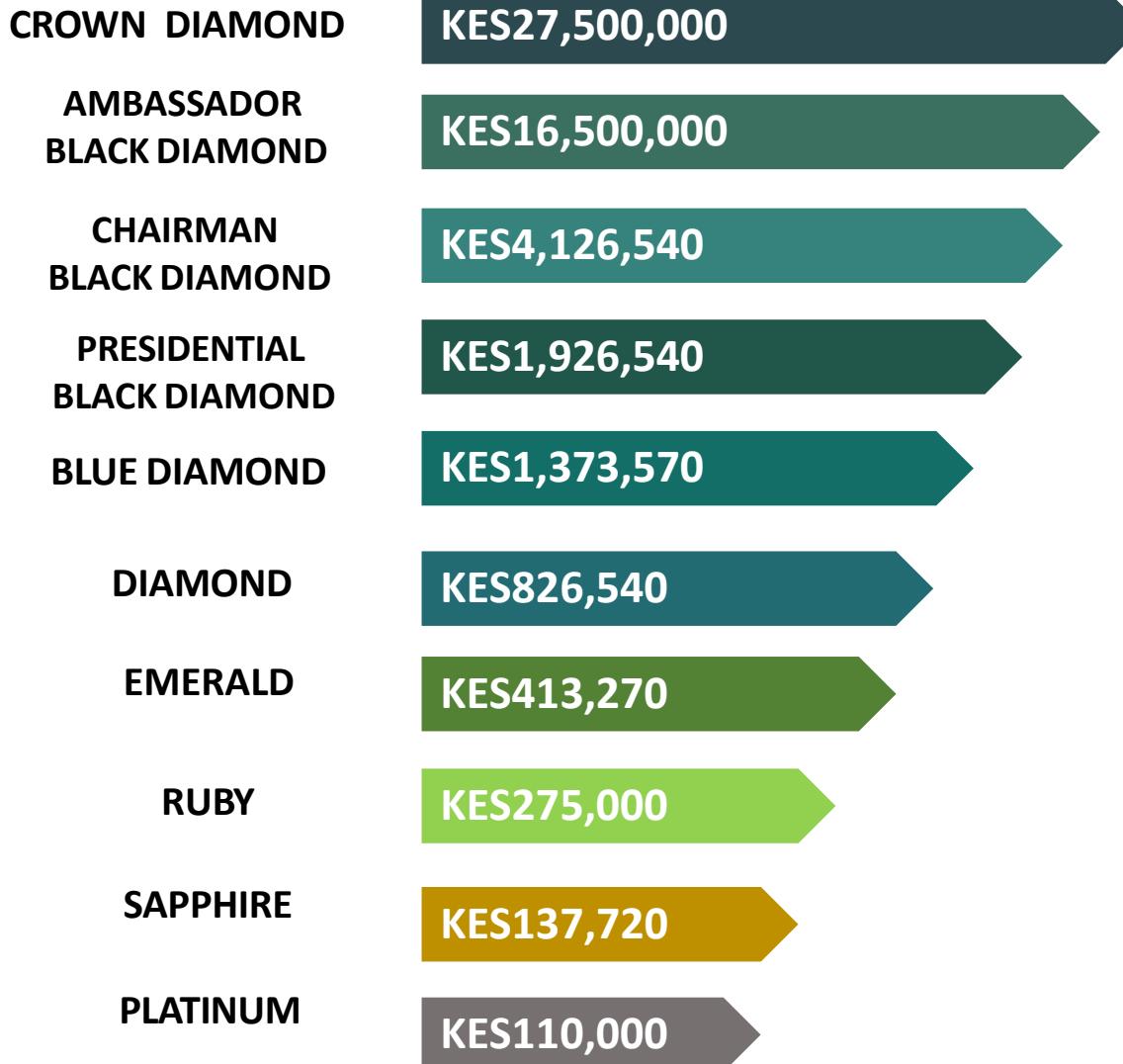
GENERATIONAL BONUS

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



6

RANK BONUS



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 tenweeks.

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 tenweeks.

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 tenweeks.

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 tenweeks.

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 tenweeks.

- 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 payed on the highest qualified rank achieved twice within a calendar month.

RANK	LIFESTYLE BONUS*
BRONZE	KES5,500/Month
SILVER	KES16,500/Month
GOLD	KES33,000/Month
PLATINUM	KES55,000/ Month
SAPPHIRE	KES82,390/Month
RUBY	KES99,000/Month
EMERALD	KES121,000/Month

Example:

Week 1: Gold, Week 2: Sapphire, Week 3: Platinum, Week 4: Ruby

Lifestyle Bonus would pay out Sapphire – KES82,390

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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	KES110,000/week
BLUE DIAMOND	2	KES220,000/week
PRESIDENTIAL DIAMOND	3	KES330,000/week
CHAIRMAN	4	KES440,000/week
AMBASSADOR	6	KES660,000/week
CROWN DIAMOND	10	KES1,100,000/week

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LUXURY INCENTIVE TRIPS



UNITED STATES



DIAMOND TRIPS



DUBAI

CRUISE TRIPS

CANADA

ITALY

PARIS

LONDON

PERU

10

LUXURY CARS



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:
AFRICA LIVE PURE

ACCOUNT NUMBERS:
ECOBANK - 6580010454



PEOPLE UNITED REACHING EVERYONE™

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	Comm Active	Price	Sponsor Bonus
KES3000	Personal 50PV Cleanse	12	80	8 Wks	KES11,196	KES550
KES3001	Personal 50PV Purifcol	4	80	8 Wks	KES11,196	KES550
KES3002	Personal 50PV Daily Build Caps	2	80	8 Wks	KES11,196	KES550

100PV ENROLLMENT PACKS

SKU	100PV Starter Packs	QTY	PV	Comm Active	Price	Sponsor Bonus
KES3003	Personal 100PV Cleanse	24	160	8 Wks	KES39,588	KES1,920
KES3004	Personal 100PV Purifcol	7	160	8 Wks	KES39,588	KES1,920
KES3005	Personal 100PV Daily Build Cap.	4	160	8 Wks	KES39,588	KES1,920

250PV ENROLLMENT PACKS

SKU	250PV Starter Packs	QTY	PV	Comm Active	Price	Sponsor Bonus
KES3006	Personal 250PV Cleanse	60	250	12 Wks	KES199,316	KES2,760
KES3007	Personal 250PV Purifcol	20	250	12 Wks	KES199,316	KES2,760
KES3008	Personal 250PV Daily Build Cap.	10	250	12 Wks	KES199,316	KES2,760

500PV ENROLLMENT PACKS

SKU	500PV Starter Packs	QTY	PV	Comm Active	Price	Sponsor Bonus
KES3009	Personal 500PV Cleanse	120	300	16 Wks	KES399,316	KES5,880
KES3010	Personal 500PV Purifcol	40	300	16 Wks	KES399,316	KES5,880
KES3011	Personal 500PV Daily Build Cap.	20	300	16 Wks	KES399,316	KES5,880

50PV COMBO PACKS

SKU	Enrollment Packs (50PV Combo Packs)	QTY	PV	Price
KES4000	Combo Pack 1: 6 Cleanse + 4 Purifcol	8	80	KES14,196
KES4001	Combo Pack 2: 6 Cleanse + 4 Purifcol + 1 Daily Build Capsule	8	80	KES14,196
KES4002	Combo Pack 3: 2 Cleanse + 2 Purifcol + 1 Daily Build Capsule	3	80	KES14,196
KES4003	Combo Pack 4: 2 Purifcol + 1 Daily Build Capsule	3	80	KES14,196
KES4004	Combo Pack 5: 6 Cleanse + 1 Purifcol + 1 Daily Build Capsule	7	80	KES14,196

100PV COMBO PACKS

SKU	Enrollment Packs (100PV Combo Packs)	QTY	PV	Price
KES4004	Combo Pack 1: 12 Cleanse + 4 Purifcol	16	160	KES39,588
KES4005	Combo Pack 2: 6 Cleanse + 6 Purifcol + 1 Daily Build Capsule	11	160	KES39,588
KES4006	Combo Pack 3: 6 Cleanse + 2 Purifcol + 3 Daily Build Capsule	10	160	KES39,588
KES4007	Combo Pack 4: 4 Purifcol + 3 Daily Build Capsule	6	160	KES39,588

250PV COMBO PACKS

SKU	Enrollment Packs (250PV Combo Packs)	QTY	PV	Price
KES4008	Combo Pack 1: 30 Cleanse + 6 Purifcol	40	250	KES59,216
KES4009	Combo Pack 2: 15 Cleanse + 5 Purifcol + 5 Daily Build Capsule	35	250	KES59,216
KES4010	Combo Pack 3: 10 Purifcol + 5 Daily Build Capsule	15	250	KES59,216

ACCOUNT DETAILS

BANK: ECOBANK
ACCOUNT NUMBER: 6580010454
ACCOUNT NAME: AFRICA LIVE PURE

AUTOSHIP

Product Re-order Autoship	QTY	PV	Comm Active	Price	Sponsor Bonus
	1	80	4Wks	KES11,196	KES550

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



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

The screenshot shows the VBO interface with a sidebar on the left containing icons for Home, My Business, Orders, Tools, and Enrollment. The main area is the Team Dashboard, which includes a contact information alert, user profiles for Bob Test and Adam Test, and performance metrics like Weekly PV and Active PV Amount. A red arrow points from the 'My Business' icon in the sidebar to the 'My Business' section in the dashboard header. A callout box highlights the steps: 'Log into your Virtual Back Office (VBO) And click 'My Business'. under 'My Business' click on 'Team Dashboard''.

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

Contact Information only available

Bob Test
NG 10000000
10/10/20 Joined

Mary Test
ZA 10000000

Placement
Adam Test
GH 10000000 - Right

Lifetime Rank
Gold Director

Weekly PV
0

Active PV Amount
0

Customers
You

GENERAL INFORMATION

Personal Information:

General Information

- Address Profile
- Change Password
- Replicated Site Information
- Credit Account
- Bank Account

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

The screenshot shows the PURE Back Office interface. On the left, there's a sidebar with icons for Home, My Business, Orders, Tools, and Enrollment. The main area displays a user profile for 'BOB TEST' with details like Sponsor (Mary Test), Placement (Adam Test), and Lifetime Rank (GOLD DIRECTOR). Below this is a navigation bar with tabs: Dashboard, Account (which is selected), Orders, and Volume. A sidebar on the left under the 'Account' tab lists options: General Information, Address Profile (highlighted with a red arrow), Change Password, Replicated Site Information, Credit Account, Bank Account (highlighted with a red box and instructions), and Settings. The central part of the screen shows a 'BANK ACCOUNT' form with fields for Bank Name, Branch Name, Account Holder, Account Number, and Sort Code, each with an associated input field. A large orange box encloses the 'Bank Account' section with the text 'Under 'Team Dashboard' click on 'Bank Account''. A red bracket on the right side of the form groups the input fields and points to the text 'Input correct bank Account details here'. At the bottom, there's a 'Submit' button and a copyright notice: 'Copyright © 2020 PURE, Inc. All rights reserved. Terms of use | Privacy Policy'.

Under 'Team Dashboard'
click on 'Bank Account'

Input correct bank
Account details here

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

