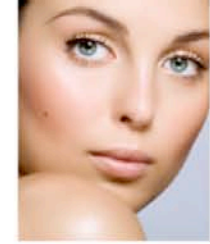




A Simple + Duplicatable System
For Building a Sustainable Business



3 Ways to Beauty with Apriori Beauty™

1. CLIENT

BEAUTY THROUGH PURE PRODUCT INNOVATION

Free online registration. Online ordering 24/7, plus 20% savings on special Autoship offers.

2. INDEPENDENT CONSULTANT

BEAUTY THROUGH BUILDING RELATIONSHIPS

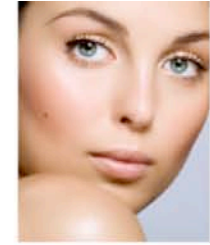
Earn an extra income from the Retailistic™ Plan by sharing the products and opportunity with friends and family.

3. INDEPENDENT CONSULTANT R.I.B. (Residual Income Builder)

BEAUTY THAT COMES FROM PERSONAL SUCCESS

Build a business and a residual income by sharing the products and opportunity, and teaching those you sponsor to do the same.

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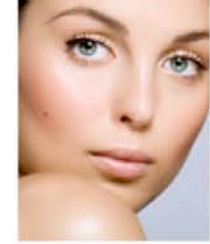


You **DON'T** want to sign-up everyone as an Independent Consultant (IC)

IC's must achieve 100 PBV (you + Clients) each month to be "active." Inactivity 3 months in a row = termination. Don't sign-up someone who isn't motivated to achieve 100 PBV each month.

RIB's should strive for 200 PBV with 100 on Autoship to maximize their compensation as a Manager and to maximize the Power Bonuses.

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SIMPLE + DUPLICATABLE SYSTEM

1. Classify your team

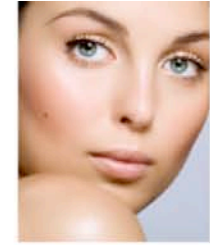
Classify each person you speak to about the products and opportunity as either a 1, 2 or 3

- 1** = Anyone interested in buying the products, a **Client**
- 2** = Anyone interested in starting their own business to earn extra money sharing part-time, an **IC**.
- 3** = Anyone interested in building a business and a residual income fulltime (or working their way up to fulltime), an IC **RIB**

**Work closely with your 3's,
support your 2's and sell to your 1's**

Teach each person you sponsor to do the same

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80 | 20 Rule

80% of your success will come from 20% of your team

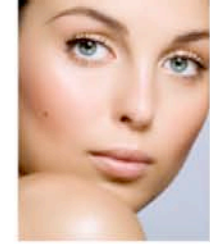
Your 3's will be your 20%

Regularly re-classify your team, depending on each person's activity, then **FOCUS 80% of your time on your 20%**

Work with each personally-sponsored 3/RIB to help them promote to Manager. Working with your 20% to get them to the first level of success will guarantee their success and your success by building a strong team!

The greatest success is helping others achieve success.

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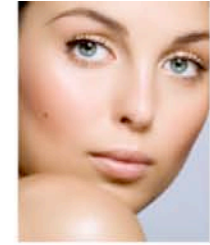
2. Register Clients

In your first 30 days, focus on **registering 5 Clients**

- Show each Client **how to register online** via your website. Once they register, they will receive a Client ID# that will allow them to order products online whenever it is convenient for them, 24/7.
- **Client orders count toward your 100 PBV** each month and toward Autoship requirements (i.e. to get paid as a Manager)
- Having at least **5 Clients** linked to you will make it easier to achieve your 100 PBV each month, plus you'll be rewarded with weekly Retail Commissions from their orders and downline bonuses.
- Offer great customer service. **Keep in contact** with your Clients. Send them regular emails about new products, promotions, etc.

Teach each person you sponsor to do the same

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3. Sponsor IC's

In your first 30 days, focus on **sponsoring 1 IC**

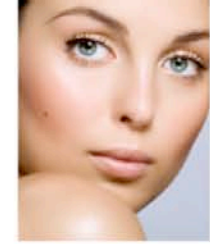
Sponsoring your first Consultant promotes you to Sr. Consultant and qualifies you to achieve and receive the downline bonuses (2 through 5 ways to get paid). It also keeps you motivated when you have a friend building a business at the same time.

If you are a **RIB**, your 1 IC should also be a RIB

If you are an **IC**, your 1 IC can be either

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The Power of 3

If you are a **RIB**:

After sponsoring 1 RIB and registering 5 Clients in your first 30 days, focus on the Power of 3 each month following ...

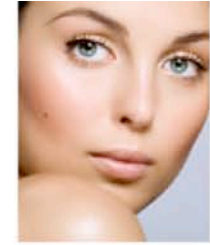
Sponsoring 2 IC's (one being a RIB with 200 PBV) and
Registering 1 Client

If you are an **IC**:

After sponsoring 1 IC and 5 Clients in your first 30 days, focus on the Power of 3 in reverse each month following ...

Sponsoring 1 IC (with 100 PBV) and
Registering 2 Clients

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4. Work with your RIB's

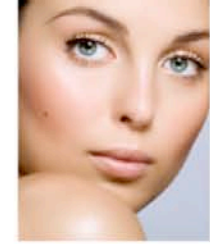
Work closely with your RIBs for their first month (80% of your time). Help them with their first presentation. Teach them this system — help them promote to Manager!

Support your IC's

Teach them the first 3 ways to get paid. Teach them this system. Invite them to your team meetings. Contact them regularly and share your success stories.

Teach each person you sponsor to do the same

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5. Promote to Manager

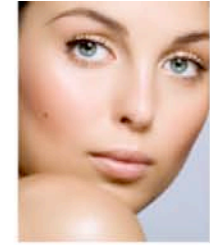
If you teach every IC you sponsor to follow this system ...

In 4 Months as a RIB:

You can conservatively promote to Manager, with each IC achieving their minimum PBV (100 for IC's and 200 for RIBs with their Clients).

Of course, some Clients will purchase more and so will some IC's. A motivated RIB could easily achieve Manager in 3 months or less.

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Build Strong

Follow the system.

Work with your RIBs.

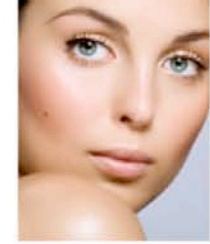
Build a strong team — slow and steady wins the race!

4 months to Manager may seem like a long time, but when you do make it, it will be on a strong foundation.

Strength = Sustainable

Sustainable = Residual Income

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Tip: DNR

Do Not Resuscitate — You can't save everyone! You may know someone who could benefit from this opportunity, but if the lightbulb doesn't go off for them, they won't be motivated to make it work.

Tip: Don't pre-judge

The people you think will be great at building a business won't be, and the people you don't offer the opportunity to will be. It's Murphy's Law. Don't pre-judge who would and wouldn't benefit from being an IC. Share the opportunity with everyone! You may just be surprised.

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MAKING LIFE BEAUTIFUL!