

DOING SUNRIDER AS A BUSINESS



Listen, Ask Questions!

LISTEN with ears of tolerance.
SEE through the eyes of compassion.
SPEAK with the language of love --Rumi

When we fall in love with our clients more than with our
product, we can make them feel
Listened To! Understood! Truly Cared About!

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20 good reasons why it is a GOD THING to earn money & share with Sunrider!

Sharing Sunrider with others is how we earn money with Sunrider.
It requires us to learn new skills and ways of looking at those around us.

1. Rather than thinking I'm not good at sales, I should just change the word "selling" to "service," serving people rather than trying to persuade them.
2. It transforms the way you look at people. Rather than looking at them as "they wouldn't be interested in what I have to sell, to thinking, "I truly can help them; I just need to learn how to reach the heart of service vs. selling.
3. When people realize they can trust you to be interested in their needs rather than your own, you develop a deeper relationship and build lifetime friendships.
4. Step out of our comfort zone in tremendous personal growth
5. It transforms the heart from selfishness and self-centeredness to love for others.
6. You build a whole new set of skills:
7. You learn the art of listening for needs and being able to offer help, not just saying you'll pray to them, but genuinely offering to help them. Each time after calling them, pray together that God will bless the natural means of healing.
8. You develop the art of reaching the heart, not just sharing knowledge of the head.
9. You develop character quality of trustworthiness – you do what we promise, we call when we promise, etc. You don't let people fall through the cracks. You keep connected.
10. You develop the art of what to say to reach the heart, not just sharing head knowledge.
11. You hone your computer skills on the company computer, your computer, and even when you help others with their computer skills.
12. You learn how to tell your own SR story compellingly and straightforwardly...you hone the skill of storytelling.
13. The more income you make, the more people you can help.
14. You are helping people with their lifestyles to live within God's design for life and health. You are helping them realize that when we violate this design plan, suffering follows as a natural result.
15. You are relieving suffering, pain, and possible early death.
16. You are giving hope!
17. You are changing an individual, a family, and generations to follow.
18. The time and money saved by having life-changing products at our fingertips
19. Healing Naturally is God's design.
20. It's an excellent way to "pay it forward" to someone who has shared SR with us and changed our lives.

What would be your Godly reason for sharing SR?



2021 US Average Annual Income Summary

RANK	%*	Average Annual Income*
Hero Royal	1.04%	\$331,193.58
Hero Elite	0.72%	\$92,979.64
Hero	1.86%	\$50,820.20
Ace Royal	3.86%	\$23,119.84
Ace Elite	1.19%	\$14,036.27
Ace Prime	1.96%	\$10,713.14
Ace	4.16%	\$7,662.05
Star Elite	5.17%	\$3,492.49
Star Prime	44.60%	\$2,676.28
Star	28.38%	\$514.14
IBO	7.06%	\$250.80
	100%	

* Based on the number of IBOs who received a payment.

Earnings stated are not necessarily representative or typical of earnings Sunrider Independent Business Owners (IBOs) can or will earn through participation in the Sunrider Infinity Compensation Plan. These statements should not be considered as guarantees or projections of your actual earnings or profits. "Annual Income" of active Sunrider IBOs was calculated by first calculating the average "Monthly Income" IBOs at each rank made only in the months they were active. These one month averages were then annualized by multiplying by twelve months in order to come up with the "Annual Income." During 2021, the calculated average annual income of an active IBO is \$5,990.16. An active Sunrider IBO is an IBO who has 100 PV or more in a month. Twenty-seven percent of all IBOs, active and inactive, on an average, received a payment. As with any other independent business, success results only from dedicated sales efforts, hard work, diligence, and leadership.



YOUR ADVENTURE STARTS NOW

Welcome to the Sunrider family. We're happy you're here, and we can't wait to see you make the most of your new business. Starting now.

FAST START TO FAST CASH

Start strong, stay focused, see success!

EARN DURING YOUR JOINING MONTH + 3 MONTHS!

FREE PRODUCT

Earn a free product for each Preferred Customer you sign up with a \$100 Autoship order and when you have at least 250 PV in personal purchases.

\$50 PRODUCT CREDIT

Earn a \$50 Product Credit for each New IBO you sponsor who purchases 250 PV of product. You just need to have at least 250 PV that same month in personal purchases. Credit will expire within 30 days.

ADVANCE YOUR TITLE FOR THE FIRST TIME AND
EARN MORE BONUSES!*

Joining Month + 1st MONTH	Joining Month + 3 MONTHS	Joining Month + 6 MONTHS FOR ANY OF THESE RANKS		
STAR PRIME \$50 Bonus	STAR ELITE \$100 Bonus	ACE \$200 Bonus	ACE PRIME \$300 Bonus	ACE ELITE \$400 Bonus

*Sponsor must be at equal or higher title and have at least 250 PV in personal purchases that month. This is a one-time bonus to both you and your sponsor.

GETTING STARTED

The new Sunrider compensation plan streamlines a clear path to success. It's designed to get you off to a fast start and to progress steadily.

GROWING YOUR BUSINESS

Share your passion and knowledge with your team to build a robust, sustainable business.

Requirements	IBO	STAR	STAR PRIME	STAR ELITE	ACE	ACE PRIME	ACE ELITE	ACE ROYAL 1st Generation
PV	ENROLL	200	300	400	500	600	700	800
DV		500	1,000	1,800	3,000	5,000	7,000	10,000
Max. Vol. Rule				900	1,500	2,500	3,500	5,000
Structure					1 Builder Leg (BL)	2 BL	3 BL	4 BL

Unilevel Commission Percentages (23% Company CV Cap)

Compensation	UNILEVEL COMMISSION PERCENTAGES				UNILEVEL COMMISSION PERCENTAGES			
Level 1	5%	7%	9%	10%	10%	10%	10%	10%
Level 2			2%	4%	5%	6%	8%	
Level 3					2%	4%	5%	
Level 4							2%	
Level 5								

Retail Sales Bonus

PV	0-499	500-1,999	2,000-4,999	5,000+
Personal Sales Commissions		5%	10%	15%
Retail Profit	15%	15%	15%	15%
Retail Sales Bonus	15%	20%	25%	30%

Ace Royal Advancement Bonus

Advance or sponsor someone in your personal group who advances to Ace Royal for the first time and receive US\$500. There is NO time limit for this bonus. You must be paid as an Ace Royal or higher to receive the matching bonus.

US\$500

Ace Royal Advancement Bonus

US\$500

Matching Ace Royal Advancement Bonus

TRACK YOUR FAST START

Six months go by quickly. Stay on track by working your Sunrider business authentically, consistently, and efficiently. As you advance, we reward you with bonuses aplenty!*

	BONUS EARNED	TITLE EARNED
Month 1	\$	\$
Month 2	\$	\$
Month 3	\$	\$
Month 4	\$	\$
Month 5	\$	\$
Month 6	\$	\$

DEVELOPING YOUR LEADERS

By inspiring and guiding rising stars to success, you reap the rewards of helping others. That's extraordinary.

MAXIMIZING YOUR POTENTIAL

Reach the top levels to take full advantage of the plan's incentive-rich structure and unlimited earning potential.

HERO	HERO ELITE	HERO ROYAL	ICON	ICON ELITE	ICON ROYAL
800	800	800	800	800	800
18,000	36,000	90,000	225,000	600,000	1,650,000
9,000	18,000	45,000	112,500	300,000	825,000
3 BL + 1 ACE Royal (Total of 4 legs)	2 BL + 2 ACE Royal (Total of 4 legs)	1 BL + 3 ACE Royal (Total of 4 legs)	3 ACE Royal+ Legs + 2 HERO+ Legs NewGenQ (Total of 5 legs)	3 ACE Royal+ Legs + 2 HERO E+ Legs NewGenQ (Total of 5 legs)	3 ACE Royal+ Legs + 2 HERO R+ Legs NewGenQ (Total of 5 legs)

UNILEVEL COMMISSION PERCENTAGES			UNILEVEL COMMISSION PERCENTAGES		
10%	10%	10%	10%	10%	10%
8%	8%	8%	8%	8%	8%
5%	5%	5%	5%	5%	5%
2%	2%	2%	2%	2%	2%
2%	2%	2%	2%	2%	2%

Check Match (8% Company CV Cap)

When you are qualified as a Leader (Hero+), you can receive a match on the Unilevel Bonus, Fast Start Bonus, and Turbo Infinity Bonus earnings of the generations below you. The amount of the match is based on the paid-as title of the individual on which you are receiving the match, but not to exceed your own paid-as title. The higher paid-as title you reach, the more generations deep you can receive a Check Match on. The per match cap is based on your own paid-as title.

		10%	15%	18%	20%	22%	25%	27%	30%
Check Match %									
Paid-as Title of Pay on IBO		ACE ELITE OR LOWER (Career Title Ace Royal+)	ACE ROYAL	HERO	HERO E	HERO R	ICON	ICON E	ICON R
Generation Depth				1	2	3	4	5	6
Per Match Cap				US\$1,000	US\$2,000	US\$3,000	US\$4,000	US\$5,000	US\$6,000
YOUR PAID-AS TITLE				HERO	HERO E	HERO R	ICON	ICON E	ICON R

Turbo Infinity Bonus (3% Company CV Cap)

HERO	HERO ELITE	HERO ROYAL	ICON	ICON ELITE	ICON ROYAL
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Icon Bonus

The Icon Bonus recognizes extraordinary achievement in leadership and development.

3 WAYS TO JOIN SUNRIDER

- 1. Retail Customer**—Buy Sunrider® products directly from Sunrider and enjoy online shopping access 24/7 at Retail Price.
- 2. Preferred Customer**—by agreeing to the terms and paying a \$19.95 enrollment fee, which becomes due and payable annually on the anniversary date.
 - Enjoy a 5% discount off Retail Prices on every purchase
 - Enjoy a 10% discount on Autoship orders exceeding 3 months and \$100.
 - Earn free promotional items and other benefits throughout the year of enrollment. Click here for more on Preferred Customer Perks.
- 3. Independent Business Owner (IBO)**—is someone who wants to build a Sunrider business and participate in Sunrider's Infinity Compensation Plan and automatically enjoy the 15% discount off of Retail Prices. To become a Sunrider IBO, you must:
 - Join online
 - Purchase a Starter Kit for \$59 (plus additional shipping fee and applicable sales tax).
 - Opt-in to one of the following: a monthly subscription of \$15 per month, 6-month subscription for \$80.00, or the BEST DEAL! 12-Month Annual Subscription \$150.00

IBO must agree to have the credit card saved on file be automatically charged the monthly subscription fee.

Visit us at home.sunrider.com for more information.

DEFINITIONS

Builder Leg (BL)

A Leg with at least one Active IBO (200 PV) and at least 1,000 DV in the entire leg.

Commissionable Volume (CV)

The assigned value of each purchased product on which commissions are paid. It is currency specific in the country where the order is placed.

Downline Volume (DV)

The total Personal Volume (PV) from you and all IBOs in your entire downline. This goes infinitely deep, regardless of titles. This will NEVER break away.

Max Volume Rule

Applied to DV qualification only. Usually 50% of required DV will be counted from any one leg or from the IBO's PV. Applies only to qualification of rank — the IBO will be paid on all volume including the volume that exceeds the Max Volume Rule.

Newly Qualified First Generation (NewGenQ)

A qualification requirement for Icon rank and above which requires that at least once every 12 months, the Icon or above must help to promote someone in his or her personal group in his or her home country to Ace Royal, who then qualifies at that rank (or above) for at least 3 consecutive months. This rolling twelve month period will restart each time the Icon or above meets the above requirements. Attempting to circumvent this requirement by any means (including but not limited to creating false Customer, Preferred Customer, or IBO accounts, purchasing Sunrider® products on behalf of another account, and the like) will be considered a violation of the Code of Ethics and the Business Guide.

Personal Volume (PV)

The total Qualifying Volume (QV) from your personal purchases and your customers' purchases (Retail and Preferred Customer). This does NOT include the purchases of downline IBOs.

Qualifying Volume (QV)

The value of a commissionable product that is applied toward IBO qualifications in the compensation plan. QV is not currency specific so qualifications apply internationally.

PLEASE CONTACT:

1/11/2025

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