

# Change your Life with Essens

Your guide to the benefits of joining Essens



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# Section 1 - General Information

## Who are Essens?

Essens was founded in the Czech Republic in 2011 and opened it's UK Headquarters, based in Risley near Warrington, in March 2019.

Essens first gained its market reputation in the field of perfumes and became famous for designer inspired, top quality fragrances, at a fraction of the designer prices. Soon after, they introduced a range of health supplement products and today have also a beauty range, a cleaning range and Essens Travel which is their own ABTA bonded travel agency specialising in discounted flights.

Essens ethos is quite simple. Keep it simple. No fancy packaging, no celebrity endorsements and no TV or Magazine advertising, but no compromise on the quality of the products.

## Benefits of Essens Membership

Whether you are interested in joining Essens as a VIP shopper, a Distributor or want to become a Team Leader, there are a few things that are common to everyone who joins.

Essens is free to join. There is no sign-up fee or subscription fee.

Everyone who joins Essens needs to be introduced by a Sponsor who is already an existing member of Essens Club. I would be happy to sponsor you. You will find my sponsor ID in the "How to Join Us" section.

# What are points and why do they matter?

All Essens products have a points value. For example, a 50ml bottle of an Essens regular perfume has a points value of 11.

The points value of the products are most relevant to Distributors and to Team builders, nevertheless, they can also be of benefit to VIP shoppers.

Each month the points accumulate and at the end of the month will determine what level of discount you receive, on products, in the following month.

There are 2 tiers of discount with Essens.

Standard member discount which is 20% and can go up to 31%

Enhanced Loyal member discount which starts at 33.5% and can go up to 44%

When joining Essens everyone starts on the Standard discount but within one month could move up to the Enhanced discount. To receive the Enhanced discount, you must have ordered 50 points worth of products or more in the previous month (e.g. order 50 points worth in February, in March your minimum discount will be 33.5%).

Then you will continue to receive Enhanced Loyal member discount in the month following, provided you maintain a minimum number of 50 points in each previous month.



# Shipping

Points can also earn you discounts on shipping. The standard cost of shipping is £6.00 (please see remote locations for fees in Northern Ireland, Scottish Highlands and IOM\*).

However, depending on the points value of your order, you can earn shipping discounts as follows:

0-49 points = £6.00

50-99 points = £3.00

100 or over points = Free of Charge

Order collection = Free of Charge

\*Remote locations costs:

Northern Ireland: 350+ points/free of charge; 175-350 points=£6; 0-175 points=£12

Channel Islands (Guernsey and Jersey): 350+ points/free of charge; 175-350 points=£9; 0-175 points=£18

Isle of Man: 350+ points/free of charge; 175-350 points=£7.5; 0-175 points=£15

Scottish Highlands: 350+ points/free of charge; 175-350 points=£6; 0-175 points=£12

Scottish Islands: 350+ points/free of charge; 175-350 points=£6; 0-175 points=£12

Scilly Isles: 350+ points/free of charge; 175-350 points=£9; 0-175 points=£18

Shipping is made via DPD and we recommend that you download the free DPD app so you can view detailed tracking information about your order.

If you place your order before 1 pm, your order is usually delivered on the next working day, and if after 1 pm, the working day following. However, at busy periods or when Essens have a flash sale, delivery timescales may be extended to 3-4 days.

You can also collect your order in person from the Essens branch, ESSENS UK LTD, Unit 10 Ravenhurst Court, Risley WA3 6PN

# Free products and promotions

All Essens members are eligible to take part in any Flash Sale that Essens announces.

Also, there are free product promotions that are available all the time, to every member. Below is an example of the offers available on standard 50ml perfumes, but there are similar offers on other selected products from the Essens range. Full details of all the promotions are available in the member area of Essens website.

Perfume offers:

Buy 8 bottles of 50 ml perfumes - get 1 free\*

Buy 14 bottles of 50 ml perfume - get 2 free\*

Buy 18 bottles of 50ml perfume - get 3 free\*

\*free products do not have a points value and do not count towards shipping discounts or cashback/commission

## Payments

There are no credit facilities with Essens. Payment must be made at the time of order by credit/debit card when ordering online, or in cash, if ordering in person at the Essens branch. ESSENS UK LTD, Unit 10 Ravenhurst Court, Risley WA3 6PN

# **Section 2 - Become a VIP Shopper**

VIP Shoppers enjoy member prices on all products in the Essens range, and are eligible for any special promotions that essens offer. Including free product promotions and flash sales.

There is no need for a VIP shopper to buy a kit, and it is free to join Essens.

At sign up, you will be offered the opportunity to buy selected products at discounted prices, within the first 30 minutes. You are not obliged to place your order at the time of joining, but you do need to order within your first 30 days after joining or your account will be deactivated.

You do NOT need to place regular orders, but you do need to order once within each 12 months to keep your account active.

To gain the enhanced loyalty member prices as a VIP shopper you would need to order 50 points worth of products, within the calendar month, and then you would be guaranteed a minimum discount of 33.5%, in the following month, and for every month thereafter, where you have ordered at least 50 points in the previous month.

You can place orders for family and friends through your membership, and their orders would count towards your points total.

# **Section 3 - Become an Essens Distributor**

## How to earn money with Essens

There are 3 ways in which you can earn money with Essens.

### **Retail Profit**

This is the difference between what you pay for a product, and what your customer pays you.

So for example, a 50ml bottle of perfume/aftershave will cost £14.30 at the enhanced loyal member discount price. (remember you have to order at least 50 points in each previous month to get discount at this level).

The retail price (the price the customer pays) is £21.50, so the Retail Profit is the difference between what the customer has paid to you, and what you have paid to Essens. In this example, the retail profit is £7.20. You make that money as soon as your customer has paid you. So it is instant earnings.

We always recommend you take payment with the order, as you have to pay Essens at the time you order from them. If you want to front fund the orders yourself and collect payment from the customer at the time of delivery, you can do, but it is your choice.

### **Promotions**

As stated in section 1 of this guide, there are ongoing promotions where you receive free products. The free products can be kept by you for your personal use, given away as incentives, or sold at RRP. As you haven't paid anything for these products, everything you receive from the customer is profit. So, in the case of perfumes, you would earn £21.50 pure profit per free bottle sold.



## Commission

In Section 1 we spoke about the points value of the products. The points build up throughout the month. If at month-end, you have 100 points or more, you will receive commission as a percentage of those points.

The number of points you have accumulated on the last day of the month (cut off 11 pm), determines the level of commission you receive. Commission starts at 3% and goes up to 28%. This is paid on top of the retail profit.

100 points	=	3%
400 "	=	6%
1200 "	=	9%
2400 "	=	12%
4000 "	=	17%
6000 "	=	20%
10000 "	=	25%
15000 "	=	28%

Commission is paid to you on the 10th of the following month, into your Essens back-office account. It can be left to accumulate, used towards paying for future orders or, subject to a minimum, can be withdrawn to a Bank account.

N.B. It would be very difficult for a distributor to achieve levels of over 9% from solely, selling our products. Please see the team building section to learn more about how higher levels of commission are achieved.



# Team Incentives

In Essens for Everyone Team, we have 2 monthly team incentives. They are based on personal points only. Group points do not count for the team incentives.

Our top seller receives £75 worth of Love2Shop High Street Shopping Vouchers. Whoever has achieved the highest number of personal points for the month wins the prize.

There is also a prize draw incentive for everyone who has achieved a minimum of 100 points. This is held after the end of each month, once all the figures are in. For every 100 points above the first 100, another entry into the draw is generated, but only up to a maximum of 4 entries.

The winners are announced in our team group "Essens for Everyone Team Group", on Facebook, and the winner is contacted with their prize.

There may be other incentives, depending on who sponsored you and which upline team you're in. Some of the upline team leaders also run incentives that everyone in their downline would be eligible for.



# Starter Kits

The Starter kit is so important. It will help you get sales. People like to try before they buy. Without a kit, it is very hard to get new customers.

The kit contains 60 1.5ml sample vials, of our most popular fragrances for Men and Women. You can order the kit as part of your first order. It costs £26 + delivery. Delivery normally takes 2-3 days.

Once you have a few sales, we always recommend investing in more than one kit. So you can loan one out to friends, family or work colleagues.

More kits = more orders.

Try using your profit from your first order to purchase another one. You will see the benefits!!



# **Section 4 - Become a Team Builder**

## What are the benefits of building a team

With Essens, the option to build a team is included automatically with your membership. There is no need to sign a separate contract and there is no need to pay a fee. It is simply a matter of recommending the company to other people and sponsoring them to join.

You can sponsor people to join whether they just want to shop with Essens at member prices, whether they want to sell Essens, or whether they want to build teams of their own.

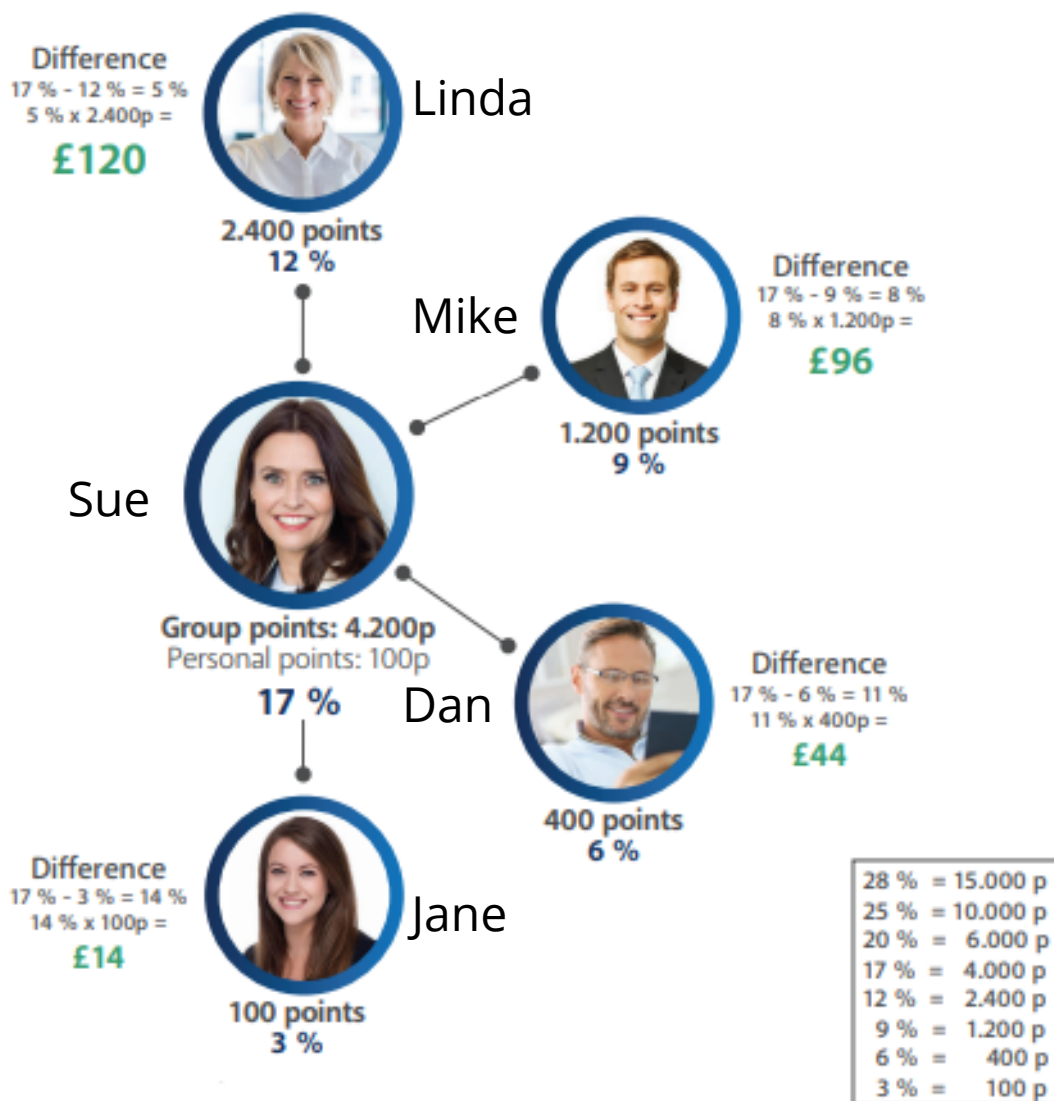
Once they have joined, using your sponsor ID, and have placed an order, they stay with you for as long as their account remains active. Remember, if they don't place an order in their first 30 days, or leave it longer than 12 months between placing orders, then their account will be deactivated. They can rejoin. but if they have sponsored anyone else to join, those people will roll up to the person above them. If they have commission saved in their back office, they will lose it.

## The First Marketing Plan

Anyone who joins using your Sponsor ID becomes a member of your downline team, and as a thank you for introducing them Essens give you their points as well as your own. Your team member still gets the points as well, but their points are added to your own, and they become your "Group points".

It is the group points that determine what level of commission you receive at the end of the month.

Your group points, along with the cash value of the commission you receive, also determine what incentives you will become eligible for.



So in the illustration above Sue has introduced 4 people to Essens, she has only sold 100 points worth of products herself, but Linda, Mike, Dan & Jane's points are added to her own and give her Group points of 4,200. As she has over 4000 group points, she has attained the 17% level, so will earn 17% of her personal points based on the sales she has made.

It doesn't stop there, though. Sue also earns the difference between her group percentage level and the percentage level attained by each of her team members, based on her team members points.

So, in the example, Linda has achieved 2400 points giving her 12%. Linda would earn commission on the points she has achieved, but Sue would also earn from Linda's points. Sue would earn the difference between her own 17% level, and Lindas 12% level. She would earn 5% of Linda's 2400 points, giving her £120 in earnings, just from Linda.

It would continue, in a similar manner, for each of her team members. In the example above she would earn £291.

## Leader Incentives

It isn't just extra commission that you can achieve by building a team. It would be very difficult to attain higher than the 9% level, selling alone. It may be possible, with extraordinary sales to achieve 12% level, but to achieve 17% solely from selling would be nigh on impossible.

17% level is the first key position on the Marketing plan. There are 2 key positions, 17% and 25% and when you reach these key positions you become eligible for the incentives.

### **17% - 1st Key position 4,000 points**

At 17% level (subject to minimum earnings) you become eligible to win a week-long, 5\*, all-inclusive holiday to Turkey. Essens pay for everything, including a trip by private chartered jet to the Seluz HQ in Istanbul, where you will see the perfumes being made. Also, you may also become eligible for a financed car.

### **25% - 2nd Key position 10,000 points**

At 25% you can become eligible for an additional 3-night luxury break to celebrate Essens Anniversary event. Also. you may also become eligible for a financed lease on a luxury car.

# Management Levels (2nd plan)

**Silver Manager** - Once you have achieved 15,000 points you receive the top level of commission of 28%. At 28% you also become a Silver Manager. That is the top position on the 1st Marketing plan and a Silver Manager can expect to earn anywhere between £1,000 and £3,000 with the average earnings being around £2,500 per month.

You would then move onto the 2nd Marketing plan. The next promotion above Silver Manager is Gold Manager.

**Gold Manager** - To achieve Gold Manager you need a minimum of 100 personal points, plus 3 people in your top-line team who have achieved 4000 points or higher. Essens allocate 2% of their monthly global turnover to the Gold Manager bonus pot, and that pot is shared amongst all the team leaders who have achieved Gold Manager status, or higher, during the month.

For every additional person in their top-line team that achieve 4000 points, they receive a larger share of the pot. The average monthly bonus for a Gold Manager with just 3 qualifying team members is around £600. Every additional 4000 point achiever gains the Gold Manager an additional c£300.

N.B. The Gold Manager bonus does vary depending on the actual turnover of the company and how many managers have achieved in the month.

**Platinum Manager** - Platinum Management level works in the same way, but to become a Platinum Manager you need 3 people in your team who have achieved 10,000 points or higher. The Platinum Manager bonus is around £800 with c£400 for every additional top-line team member who has achieved 10,000 points.

**Platinum Executive Manager**- again this level works the same way but this time the requirement is a minimum of 3 in the top-line team who have achieved 50,000 points. The bonus at this level is considerably higher but as there are fewer leaders who achieve this level it can vary quite considerably.

**Platinum International Manager** - This level is based on top-line team members who are located outside the country in which the manager resides. The level works the same as the other levels, insofar, as you need 3 top line team with 10,000 points but, this time, the members must be based in other marketplaces. Again, as very few people have achieved this level it isn't possible to say what the bonus will be, but the bonus pot is based on 1% of Essens Global turnover which would be shared between all the International Platinum Managers.

At every management level, you receive the bonuses not just for the level you are on, but also, of the levels underneath you. e.g. If you are a Platinum Manager, you receive both the Platinum Manager Bonus AND the Gold Manager Bonus.



# Annual Bonuses (3rd plan)

All managers can take part in the Annual Bonus scheme (also known as the 3rd marketing plan). 1% of Essens Global Annual turnover for the calendar year is put aside for this and is shared out in ratios depending on the level of the manager.

This scheme runs from 1 Jan - 31st December yearly and is calculated in the following ratios.

Gold Manager 1:1

Platinum Manager 2:1

Platinum International Manager 2:1

Platinum Executive Manager 3:1

To qualify for the bonuses the manager has to maintain his position for 9 out of the 12 months in the calendar year. Their title is then prefixed by "Double" e.g. A Gold Manager becomes a Double Gold Manager.

# The Fourth Plan

The fourth marketing plan is available to Double Silver managers, Gold managers and Diamond Managers.

A double Silver Manager is a Silver Manager who has 2 Silver managers in their top line downline but does not have the third top-line team member at 17% that would have promoted them to Gold Manager status.

In the case of Gold Manager, they receive 2% of the points of their Silver Manager(s) points, down to the next Gold Manager or Double Silver Manager, (if there is one in the downline of their Silver managers). Then he/she receives 1% of that Gold/Double Silver Managers points down to the next Gold or Double Silver Manager. Then it stops.

In the case of the Double Silver Manager, they receive 2% of their Silver Managers points down to the next Gold or Double Silver Manager if there is one. Then it stops.

## **Diamond Manager**

This level is different to the others. At this level your bonus is based on your total team turnover (points) and is a percentage of those points paid out as a monthly bonus. There are 3 levels to Diamond Manager.

Diamond Manager - 5 top line team members at 15,000 points = 1%

Double Diamond Manager - 10 top line team members at 15,000 = 2%

Triple Diamond Manager - 15 top line team members at 15,000 = 3%

e.g 10 lines at 15,000 = 150,000 X 2% = £3,000 bonus.

If there is another Diamond Manager in your team structure you do not earn from that leg.

## **The Rolls Royce**

As a Diamond Manager with 1,000,000 points from your team structure for 2 consecutive months then you can apply for a brand new Rolls Royce Wraith.

So you can see from all the different way to earn money with Essens you can accumulate a very sizable income, indeed. Some of the very top Managers in Essens UK are earning over £20,000 per month, at the time of writing. It is interesting to note that currently there are no International Platinum Managers in the UK. Could you be the first?

# Section 5 - How to Join Essens

Joining Essens is easy. You simply fill in a one-page registration form by following the link below.

There is an illustration below of how to fill the form in. The important things to note are:

Where it asks for "degree" this is your title, as in Mr, Mrs, Miss

"National ID" can be left blank (we don't have one in the UK)

On the pop-up box that appears when you press "Registration" you will see 4 boxes ticked. Please leave them ALL ticked. There is one that says something along the lines of "make information public". That just means that your upline sponsor can see who you are. Without that, all that can be seen is your account number and your upline will have no idea who you are or how to contact you, to give you support or training, nor will anyone that you introduce to the business yourself.

It does NOT mean that everyone can see your information.

Here is the link to register:

<https://www.essens.co.uk/registration.php>

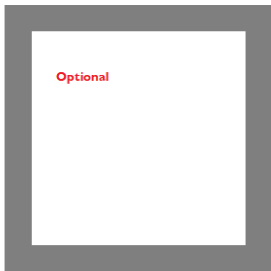

You will need my Sponsor ID which is

**1010033506**

This is how to fill in the registration form

E-SHOP	PROMOTION	MY OFFICE	PRODUCTS	NEWS	SUPPORT	GALLERY	ABOUT ESSENS
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Register a new member of ESSENS Club

<p><b>Sponsor*</b></p> <p>Sponsor ID</p> <input type="text"/>	<p><b>Applicant</b></p> <p>Sex*</p> <input type="text"/>	<p><b>Contacts</b></p> <p>Cell phone* <b>Mobile number</b></p> <input type="text"/>
<p><b>Profile picture</b></p> <p>Optional</p>  <p>Profile image can be recorded only in jpg, jpeg and png format.</p> <p>Upload </p>	<p>Degree <b>Your Title e.g. Mr/Mrs/Miss</b></p> <input type="text"/>	<p>E-mail*</p> <input type="text"/>
	<p>Name*</p> <p><b>First name</b></p> <input type="text"/>	<p>Address*</p> <p><b>Street name</b></p> <input type="text"/>
	<p>Surname*</p> <input type="text"/>	<p>House number and building number* <b>number or house name. otherwise leave blank</b></p> <p><b>House Number</b></p> <input type="text"/>
	<p>Date of birth*</p> <p>Day <input type="text"/> Month <input type="text"/></p> <p>Year <input type="text"/></p>	<p>Town or city*</p> <input type="text"/>
	<p>National identification number</p> <p><b>Leave Blank</b></p> <input type="text"/>	<p>ZIP code* <b>Post code</b></p> <input type="text"/>
	<p>Preferred language*</p> <p><b>English</b></p> <input type="text"/>	<p>Country*</p> <p>United Kingdom</p> <input type="text"/>
	<p><input type="checkbox"/> Commercial data <b>Leave unticked</b></p>	

Registration

Should you have any questions or need any help with anything please do not hesitate to contact me. I look forward to being of assistance to you.

Contact information

Louise Antoine  
07872 176429  
essensforeveryone@yahoo.com