

PURE ROMANCE

# Incentive Requirements Guide

---

EFFECTIVE JANUARY 1, 2016 -  
DECEMBER 31, 2016

# TABLE OF CONTENTS

---

<b>TABLE OF CONTENTS</b>	<b>2</b>
<b>1. INTRODUCTION</b>	<b>5</b>
OVERVIEW	5
<b>2. CONTACT INFORMATION</b>	<b>5</b>
2.1 CORPORATE OFFICE HOURS AND CONTACT INFORMATION	5
2.2 U.S. CREDIT CARD AUTHORIZATION INFORMATION	5
<b>3. GOOD &amp; ACTIVE STANDING STATUS</b>	<b>6</b>
3.1 GOOD STANDING REQUIREMENTS	6
3.2 RULES OF SELLING	6
3.3 PARTY POLICIES	7
3.4 SUPPORTING THE LGBT COMMUNITY	7
3.5 TRANSGENDER ATTENDING PARTIES	7
3.6 BECOMING AN ACTIVE CONSULTANT	8
3.7 MAINTAINING ACTIVE CONSULTANT STATUS	8
3.8 PARTY LOCATIONS	8
<b>4. CONSULTANT ORDERS</b>	<b>9</b>
4.1 ORDERING GUIDELINES	9
4.2 PLACING AN ORDER	9
4.3 ACCEPTED FORMS OF PAYMENT	9
4.4 BUYING DISCOUNT	9
4.5 BUYING DISCOUNT BASED ON KIT PURCHASE	10
4.6 INVENTORY ADVANTAGE PROGRAM	10
4.7 FREE PRODUCT BONUS	11
4.8 CORPORATE BACKORDERS	12
4.9 SPECIAL SALES	12
4.10 SALES TAX	12
<b>5. SHIPPING POLICIES</b>	<b>13</b>
5.1 DOMESTIC SHIPMENTS	13
5.2 INTERNATIONAL AND APO/FPO SHIPMENTS	13
5.3 CANADIAN SHIPMENTS	13
5.4 SHIPPING DISCREPANCIES	14
5.5 WARRANTY/RETURN POLICY	14
<b>6. PAYMENT OF BONUSES AND COMMISSIONS</b>	<b>15</b>
6.1 CREDIT ON FILE	15
6.2 DIRECT DEPOSIT METHOD OF PAYMENT	15
6.3 CREDIT CARD PROCESSING	15
6.4 CREDIT CARD BILLING ISSUES	15
6.5 COMMISSIONS	15
<b>7. PERSONAL WEBSITE AND ONLINE GUIDELINES</b>	<b>16</b>
7.1 SELLING PRODUCTS ONLINE	16
7.2 PERSONAL WEBSITE POLICIES	16
7.3 PERSONALIZING YOUR WEBSITE	16
7.4 PERSONAL WEBSITE ORDERS	17
7.5 SEARCH ENGINES AND META TAGS	17
7.6 GENERAL INTERNET POLICIES	17
7.7 ONLINE NETWORKING SITES AND SOCIAL MEDIA	18
7.8 INTERNET ADVERTISING AND PROMOTIONS	19
7.9 PURE ROMANCE MEDIA CENTER	19

7.10 SPAM	19
7.11 PRIVACY POLICY	19
<b>8. REWARDS AND INCENTIVE PROGRAMS</b>	<b>19</b>
8.1 PROGRAMS	19
8.2 CONTEST PERIOD AND RULES	19
8.3 ELIGIBILITY	20
8.4 BONUSES	20
8.5 OUTSTANDING BALANCES	24
8.6 INCENTIVE TRIPS AND CONTESTS	24
8.7 CONSULTANT INCENTIVE TRIPS	24
8.8 TRAVEL REQUIREMENTS AND POLICIES	25
8.9 EXECUTIVE BOARD OF DIRECTORS, EMERITA BOARD OF DIRECTORS, SR. BOARD OF DIRECTORS, BOARD OF DIRECTORS AND PRESIDENT'S CLUB	25
8.10 BOARD OF GOVERNORS	26
8.11 EXECUTIVE BOARD OF DIRECTORS QUALIFICATIONS	27
8.12 EMERITA BOARD OF DIRECTORS QUALIFICATIONS	27
8.13 SR. BOARD OF DIRECTORS QUALIFICATIONS	28
8.14 BOARD OF DIRECTORS QUALIFICATIONS	28
8.15 PRESIDENT'S CLUB QUALIFICATIONS	29
8.16 FAST TRACK PROGRAM FOR NEW CONSULTANTS	29
<b>9. CONSULTANT RECOGNITION</b>	<b>29</b>
9.1 WORLD CONFERENCE AWARDS	29
<b>10. PARTY AND OPPORTUNITY LEADS</b>	<b>31</b>
10.1 CORPORATE PARTY LEAD REQUIREMENTS	31
10.2 TO MAINTAIN PARTY LEAD ELIGIBILITY	31
10.3 PARTY LEAD PROCESS	32
10.4 CORPORATE OPPORTUNITY LEAD REQUIREMENTS	32
10.5 TO MAINTAIN OPPORTUNITY LEAD ELIGIBILITY	33
10.6 OPPORTUNITY LEAD PROCESS	33
<b>11. MARKETING</b>	<b>33</b>
11.1 USE OF THE PURE ROMANCE NAME	33
11.2 USE OF PURE ROMANCE LOGOS, COPYRIGHT, AND TRADEMARKS	33
11.3 CORPORATE-APPROVED BUSINESS SUPPLIES AND VENDORS	34
11.4 FLYERS AND PRINT ADS	34
11.5 CAR DECALS OR ADVERTISEMENT WRAPS	34
11.6 RADIO, TELEVISION, INTERVIEWS, OR PUBLICITY	34
11.7 PRESS RELEASES	35
11.8 PARTICIPATING IN CORPORATE-SPONSORED PROMOTIONAL EVENTS	35
11.9 PARTICIPATING IN NON-CORPORATE-SPONSORED PROMOTIONAL EVENTS	35
11.10 EVENT INSURANCE	36
11.11 DISPLAYING PRODUCT AT PROMOTIONAL EVENTS	36
11.12 SELLING PRODUCT AT PROMOTIONAL EVENTS	36
11.13 OPEN HOUSE	37
11.14 SOLICITATION	37
11.15 SPONSORSHIPS	37
<b>12. BUSINESS RELATIONSHIP &amp; STATUS CHANGES</b>	<b>37</b>
12.1 TERRITORIES	37
12.2 ONE BUSINESS PER CONSULTANT	38
12.3 SALE, ASSIGNMENT, OR TRANSFER OF A PURE ROMANCE BUSINESS	38
12.4 CONFIDENTIAL INFORMATION	38
12.5 MARKETING TERMS AGREEMENT TO BE ELIGIBLE FOR OVERRIDES	38
12.6 RE-ENROLLMENT	39
12.7 SPONSOR CHANGES	39
12.8 LEVEL ADVANCEMENT	39
12.9 MAINTAINING DOWNLINES	40

12.10 LEAVE OF ABSENCE	40
12.11 FAMILY EXPANSION OVERRIDE ALLOWANCE	40
12.12 TERMINATING RELATIONSHIP WITH PURE ROMANCE	41
12.13 INVESTIGATION PERIOD WHEN CONSIDERING TERMINATING RELATIONSHIP WITH CONSULTANT	41
12.14 TERMINATION OF AGREEMENT	42
<b>13. REPORTING POLICY VIOLATIONS</b>	<b>42</b>
OVERVIEW	42
<b>14. PARTY COMPLAINTS</b>	<b>42</b>
OVERVIEW	42
<b>15. GRIEVANCES AND COMPLAINTS</b>	<b>43</b>
OVERVIEW	43
<b>16. PERSONAL INCOME TAX REQUIREMENTS</b>	<b>43</b>
16.1 SOCIAL SECURITY OR TAX ID NUMBER REQUIRED	43
16.2 1099	43
16.3 FEDERAL LAW FOR 1099S	43
<b>17. PURE ROMANCE INTERNATIONAL</b>	<b>43</b>
17.1 INTERNATIONAL ELIGIBILITY	43
17.3 APO AND FPO RESIDENTS OF COUNTRIES NOT SUPPORTED BY PURE ROMANCE	43
<b>18. PATTY BRISBEN FOUNDATION FOR WOMEN'S SEXUAL HEALTH</b>	<b>43</b>
HOSTING AN EVENT	43

# 1. INTRODUCTION

---

## Overview

As a Pure Romance Consultant, you are self-employed. The goal of the Incentive Requirements Guide is to ensure each Consultant has clear expectations of the qualifications that must be met to reap the benefits of the Pure Romance reward and incentive plans.

As an independent contractor, you are not an employee of the Company. There are many advantages to your independent contractor status, and as your business grows, so can the value of your self-employed position. You will receive plenty of business guidance, yet you have the freedom to choose your own hours and the business methods that work best for you. It follows that the ideas included in the Pure Romance training materials and guides are suggestions that may help you build your Pure Romance business.

The Company retains no right of control over you except those terms and conditions outlined in your Consultant Agreement. You, in turn, have no power or authority to incur debt, obligation or liability, or to make any representations or contracts on behalf of the Company.

The Pure Romance incentives and marketing plans have been developed to support your independent contractor status. Simply stated, this means you are your own boss. The qualifications detailed in this guide are not meant to imply that your position is different than that of an independent contractor.

Since the information and policies described here are necessarily subject to change, revisions to the guide may occur. All such changes will be communicated through official notices, and revised information may supersede, modify, or eliminate existing policies. Please refer to the Pure Romance Consultant Online Office for changes.

Of course, this guide cannot cover every situation that may arise. If you have any questions about a policy or program, please call the Consultant Relations Department at 866-ROMANCE (866-766-2623) or email us at [consultantrelations@pureromance.com](mailto:consultantrelations@pureromance.com). Pure Romance reserves the right to make determinations on a case-by-case basis.

## 2. CONTACT INFORMATION

---

### 2.1 Corporate Office Hours and Contact Information

Corporate Office Hours:

Sunday: 4:00 p.m. - 12:00 a.m. ET

Monday through Thursday: 9:00 a.m. - 12:00 a.m. ET

Friday: 9:00 a.m. - 5:00 p.m. ET

Saturday: Closed

Consultant Relations Department: 866-ROMANCE (866.766.2623)

Consultant Relations Department Fax: 866-261-0949

Consultant Relations Department Email: [consultantrelations@pureromance.com](mailto:consultantrelations@pureromance.com)

### 2.2 U.S. Credit Card Authorization Information

Visa, MasterCard, Discover:

800-741-5682

Merchant #: 71000005571

American Express:

800-528-2121

Merchant #: 3340559004

## 3. GOOD & ACTIVE STANDING STATUS

---

Pure Romance has grown into a leading force as a result of an unwavering commitment to building a respected image within the industry and among customers. This has been obtained through the actions of the Pure Romance corporate office, as well as every Consultant representing the company.

Each Pure Romance Consultant is asked to represent and sell Pure Romance products and present the Pure Romance business opportunity with the highest degree of professionalism, integrity, ethics, and accuracy. Consultants do not participate in any activity that is illegal or that in any way may be deemed detrimental to the Pure Romance name, products, opportunity, business, corporate entity, or the organization of Pure Romance Consultants. All Pure Romance Consultants are asked to follow the Pure Romance Good Standing Requirements.

### 3.1 Good Standing Requirements

- Dress in professional business attire for all parties and corporate events to which you are invited and in all situations while promoting Pure Romance, unless casual attire is specified. If events are casual, dress should be tasteful and appropriate.
- Refrain from the use of inappropriate language, slang, and derogatory and/or profane terms when representing Pure Romance in person and/or on social media platforms.
- Respect others' personal space and avoid inappropriate body contact.
- Accept that each person is entitled to his or her own opinions and views. Do not speak negatively about another Consultant or make that individual feel uncomfortable when her approach differs from your own.
- Do not consume alcohol or smoke at any function or party where you are representing Pure Romance.
- Treat other Pure Romance Consultants and members of the Pure Romance corporate office staff with the utmost respect and professionalism.
- Concerns regarding policies or procedures shall not be addressed to members of the Pure Romance corporate office publicly during events, meetings, or other public forums.
- Never encourage a Hostess, customer, or potential Consultant to stop doing business with another Pure Romance Consultant.
- Be present for all parties booked, or ensure that booked parties are covered by another Pure Romance Consultant in the event of an emergency.
- Process payments and fulfill customer orders in a timely manner.
- Provide ongoing customer service by addressing inquiries and concerns in a timely fashion and respect each customer's privacy by providing confidential ordering.
- Provide honest information regarding price, delivery, usage suggestions, quality, and order processing, and refrain from deceptive or unethical selling or sponsoring practices.
- Adhere to the Rules of Selling, Party Policies, and all other Pure Romance policies outlined in this Guide.
- The corporate office and/or the Board of Governors may review violations of the code of conduct.
- Maintain status as an Active Consultant who does not have outstanding balances with the Pure Romance corporate office or any of its affiliated vendors.

### 3.2 Rules of Selling

- Consultants cannot represent another company that offers products similar to Pure Romance.
- Pure Romance Consultants may not advertise or sell products online other than through their personal website. Listing Pure Romance products for sale on another website, online auction, online flea market, or other online outlet would constitute a violation of the terms and conditions of the Consultant Agreement.
- Consultants may not sell Pure Romance products at garage sales, flea markets, or Retail stores.
- If you are a representative for another direct sales company, you cannot combine products at the same party.
- You cannot combine parties with other direct sales representatives. This means that you cannot have a candle party, cosmetics party, or any other themed party alongside your Pure Romance party with a representative from another direct sales company.
- You cannot sell products other than Pure Romance products at your parties or while representing Pure Romance. This includes any and all adult novelties available through stores or outside vendors.
- Pure Romance products may not be sold to individuals under the age of 18 (even if products are considered "mild" in nature).
- You are not permitted to purchase products from other Pure Romance Consultants; however, you may trade with a Pure Romance

Consultant in order to fulfill customer open orders. Consultants may purchase business supplies (such as catalogs, Order Forms, etc.) from other Consultants.

- Products used for demonstrations are not permitted to be sold to customers.

### 3.3 Party Policies

- Do not charge individuals for booking or attending a party. It has long been a traditional part of the Pure Romance program for Consultants to offer parties on a complimentary basis. The complimentary party is an integral part of our overall marketing philosophy, and it is designed to help Consultants develop both customers and potential Consultant prospects.
- Require that all individuals at the party or party venue be identified as female and at least 18 years old.
- Pure Romance has built a reputation as a professional company with high integrity. In order to represent and build that reputation, Consultants should use proper terminology during demonstrations and refrain from telling overly personal stories during demonstrations.
- Product sampling should only be conducted on a guest's hand, arm, neck, or face.
- Consultants are not permitted to transfer product into unlabeled containers for product sampling or resale.
- Require a private shopping room for confidential ordering, and don't divulge customer purchases.
- All customer open orders should be delivered within two weeks of the date of the party (depending on corporate availability).
- Open customer orders must be delivered directly to the customer, not the Hostess.
- Your Hostess receives 10% of the party subtotal in Free Products, and a Hostess with a party of \$150 or more also receives a free gift (must be Pure Romance products). The subtotal includes all party orders and outside orders. The subtotal does not include sales tax or shipping and handling charges.

### 3.4 Supporting the LGBT Community

Sadly,,, people around the world face violence and inequality – sometimes torture, even execution – because of who they love, how they look, or who they are. It is the belief of Pure Romance that sexual orientation and gender identity are integral aspects of ourselves and should never lead to discrimination, bullying, or abuse.

Pure Romance continues to be a strong supporter of the Lesbian, Gay, Bisexual, Transgender and Intersex (LGBT) communities by helping to empower people to lead healthy and successful lives while building stronger relationships. Consultants are expected to do the same through their efforts to educate and openly offering product to interested adults. Consultants are also expected to deal with such matters with the utmost sensitivity and confidentiality.

### 3.5 Transgender Attending Parties

Pure Romance has maintained a long-standing policy of providing women a safe place to shop and learn by reserving parties for adult females of at least 18 years old. While maintaining our policy, Pure Romance aims to give support and understanding to those individuals who wish to take, or have taken steps, to present themselves in a gender different to the gender assigned at birth. Pure Romance recognizes that this period of transition can be very complex and difficult for the individual, and wishes to act in a supportive and sensitive way.

Pure Romance Consultants should aim to create an inclusive trans-friendly culture and environment at parties, where all transgender people are treated with dignity and respect in the gender in which they choose to present themselves irrespective of their legal sex.

For the purposes of this policy, Transgender is used to refer to the following:

1. A person proposing to undergo, is undergoing or have undergone a process (or part of a process) for the purpose of reassigning the person's sex by changing physiological or other attributes of sex.
2. People who do not wish to transition permanently to a new gender role, but who identify as genderqueer, gender variant or intersex or who choose to live permanently with a more fluid gender identify.

Currently all jurisdictions in the United States only recognize the two biological sexes of male and female and grant certain rights based on those sexes. Classifying a person's sex as male or female is left to the jurisdiction of the states. As is the case throughout the world, the degree to which a given state recognizes a transgender person as his or her desired sex varies and is dependent on factors such as the steps the person has taken in their transition, such as psychological therapy, hormone therapy, and sex reassignment surgery. Pure Romance acknowledges that many transgender people, particularly transsexuals, have or are seeking to establish a permanent identity as the sex opposite the sex, which they were assigned at birth. While non-binary (genderqueer) transgender people may or may not seek legal recognition of a gender identity other than that indicated by their birth sex. This means a simple check of state identification to verify sex cannot be used for purposes of determining attendance at a party.

Should a Transgender individual who identifies as female wish to attend a party, Consultants are to allow the individual to attend. Pure Romance

expects that allowing Consultants to be respectful while handling requests to attend parties from a Transgender individual, is not meant to alter our long-standing policy of reserving parties for adult females of at least 18 years old as a whole. We ask that this policy not be abused for purposes of justifying behavior against our core policies (i.e., justification of couples parties or continually allowing men to be present).

Should a Consultant believe she does not have the proper training or is ill equipped to handle a given situation, she should contact the corporate office for support. A Consultant may also ask to have a party reassigned to a qualified Consultant upon her request.

Transgender individuals wishing to become a Consultant with Pure Romance must contact the corporate office. Additional verification will be required before purchasing a Starter Kit. Pure Romance reserves the right to refuse the request for a kit purchase at its discretion.

### 3.6 Becoming an Active Consultant

- The Pure Romance Consultant Agreement and the Enrollment Form must be submitted to the Pure Romance corporate office.
  - If a kit is purchased through fax or phone, the original copies must be submitted within 60 days of kit purchase date. Failure to comply will result in the Consultant's account being placed on hold.
  - If a kit is purchased online, all paperwork is submitted automatically.
- Standard Kits must purchase \$200 in Retail within 60 days of kit purchase date unless otherwise dictated by promotion or contest rules.
- If a Consultant fails to meet the requirements to become Active within 60 days of her original kit purchase date, she will need to pay a re-enrollment fee or purchase another kit if she wishes to become a Consultant once again.
- The Pure Romance corporate office reserves the right to speak with each new potential Consultant prior to shipping her kit.
- When a new Consultant purchases a Starter Kit that includes automatic Activation, she automatically becomes an Advanced Consultant. No additional Retail order is required. She must; however, submit the paperwork and then meet the requirements to remain Active.

### 3.7 Maintaining Active Consultant Status

- Advanced Consultants and above must achieve Retail purchases of \$200 or more every two consecutive calendar months.
- Personal website orders count towards the minimum to remain Active.
- Should a Consultant (at any level) fail to achieve a minimum of \$200 in Retail purchases every two consecutive calendar months, a Consultant's level will change to Inactive.
- If a return or adjustment results in a negative balance below \$200 at Retail, the Consultant will lose her Active status and all benefits.
- As an Inactive Consultant, she will not have any additional discount when placing orders and will need to re-enroll to gain these benefits once again.
- As an Inactive Consultant, she may not represent Pure Romance in any way (e.g., selling products, holding parties, conducting trade shows, etc.).
- Any remaining credit on file will be held in escrow and forfeited after a period of one year should the Inactive Consultant not re-enroll. Backorders on the account are cancelled and therefore forfeited immediately.

### 3.8 Party Locations

Although Pure Romance parties are primarily held in a Hostess's home, on occasion a Consultant may receive a request to hold a demonstration at an alternate location (restaurant, bar, hall, etc.). When this occurs, the Consultant should ensure Party Policies are met, as well as:

- If the party is to be held in a public location, the demonstration must occur in a private/separate room that can be secured from the general public.
- Men—including male servers, male owners, male patrons, etc. cannot be present during the party demonstration.
- There must be a confidential/private shopping room.



## 4. CONSULTANT ORDERS

---

### 4.1 Ordering Guidelines

- All orders must be paid in full prior to fulfillment.
- All deadlines and processing times are based on United States Eastern Time (ET).
- If more than one order is placed on the same business day, each order will be processed individually and separate shipping and handling charges will apply.
- The corporate office cannot add, remove products, or cancel orders once submitted, nor can they change delivery information.

### 4.2 Placing an Order

- Orders placed before 11:59 p.m. ET are typically shipped within 48 hours of receipt at the Pure Romance Corporate Office, not including weekends or holidays. (Processing times are subject to change during high order volume periods.)

### 4.3 Accepted Forms of Payment

- American Express, Discover, MasterCard, and Visa
- Credit on file

### 4.4 Buying Discount

Buying Discounts are determined by the Consultant's level or account status at the time an order is submitted as shown in the chart below:

Consultant Level	Active Consultants in 1st Level Downline	Active Consultants in 2nd Level Downline	Active Sr. Consultant & Above in 1st Level*	Buying Discount
Executive Director	30	30	8*	60%
National Director	30	30	4*	55%
Senior Director	18	8	2*	55%
Advanced Director	12	4	1*	53%
Director	8	0	0	50%
Senior Consultant	3	0	0	50%
Advanced Consultant	0	0	0	40%
Consultant	0	0	0	40%

\*The number of Active Sr. Consultants and above required in 1<sup>st</sup> level for advancement may be rollups.

- Buying Discounts are based on your Consultant Level on a monthly basis.
- New Consultants purchasing a Deluxe or Premium Starter Kit receive automatic Activation and a 45% Buying Discount for as long as they remain Active.
- Adjustments to move up levels to earn a higher Buying Discount are made each business day. Therefore, you can move up levels throughout the month.
- Should your number of Active Consultants drop below your current Buying Discount minimum, the discount amount will be altered for the following month. Status changes are made once a month at 12:00 a.m. ET on the first day of the month.
- On occasion, Pure Romance offers opportunities for Consultants to increase their Buying Discount through promotions, special orders or kit sales. Therefore, Buying Discounts may be increased independent of Consultant Level qualifications. Pure Romance notifies Consultants of such promotions or special sales through emails and announcements made on the Consultant Online Office.

## 4.5 Buying Discount Based on Kit Purchase

- Consultants can begin their business with a higher Buying Discount and/or automatic Activation based on the Starter Kit they purchase. Below are the standard Buying Discounts awarded with each Starter Kit. On occasion, Pure Romance offers specials related to kits, and these discounts are published at that time.

Kit Type	Buying Discount
Premium	45%
Deluxe	45%
Standard	40%

- New Consultants purchasing a Standard Starter Kit begin with a 40% Buying Discount.
- New Consultants purchasing a Deluxe or Premium Starter Kit receive automatic Activation and a 45% Buying Discount for as long as they remain Active.
- On occasion, promotional kits may be offered and the Buying Discount will be communicated at that time.

## 4.6 Inventory Advantage Program

Pure Romance offers select Consultants the ability to build their inventory and accelerate their business growth by participating in the Inventory Advantage Program. Once eligible, Consultants can agree to participate in the program, which allows them to receive a specified amount of Pure Romance inventory at an upfront Buying Discount of 50%. The Consultant agrees to repay Pure Romance over a specified period of time.

- **New Consultant Inventory Advantage Program:** Consultants are eligible for the New Consultant Inventory Advantage Program once they become Active and have three parties entered into the My Parties section of the Consultant Online Office or Pure Romance Mobile APP. Pure Romance reserves the right to verify the legitimacy of all parties entered.
  - Consultants who participate in the program will receive \$1,000 worth of Retail products for \$495.
  - Since \$1,000 in Retail products are provided upfront and the Consultant pays for them overtime, Inventory Advantage participants will receive Retail sales credit of \$800.
  - The Inventory Advantage Program agreement that they electronically sign shall be legally enforceable as a loan in the amount of \$495. This loan will be repaid to Pure Romance in five equal monthly payments of \$99. Depending on your sign-up date your payments are due on the 1<sup>st</sup> or the 16<sup>th</sup> of each month via the credit or debit card supplied. Details will be provided upon sign-up.
  - Participating Consultants agree to make an upfront payment in the amount of the required sales tax, shipping and handling and a \$15 administration fee upon requesting to participate in the Inventory Advantage Program .
- **Sr. Consultant Inventory Advantage Program:** Consultants are eligible for the Sr. Consultant Inventory Advantage Program when they advance to the Sr. Consultant Level for the first time.
  - Consultants who participate in the program will receive \$2,000 worth of Retail product for \$1,000.
  - The Inventory Advantage Program Agreement shall be legally enforceable as a loan in the amount of \$1,000 and will be repaid to Pure Romance in five equal payments of \$200. Depending on your sign-up date your payments will be taken on the 1<sup>st</sup> or the 16<sup>th</sup> of each month via the credit or debit card supplied. Details will be provided upon sign-up.
  - Since \$2,000 in Retail products are provided upfront and the Consultant pays for them overtime, Inventory Advantage participants will receive Retail sales credit of \$1,600.
  - Participating Consultants agree to make an upfront payment in the amount of the required sales tax, shipping and handling and a \$30 administration fee upon requesting to participate in the Inventory Advantage Program.
- Only Consultants in good standing will be offered an invitation to participate in an Inventory Advantage Program.
- Consultants may participate in only one Inventory Advantage Program at a time. The complete balance of the first Inventory Advantage Program must be paid in full before participating in another program.
- Pure Romance reserves the right to deny participation to any Consultant for any reason at the sole discretion of Pure Romance. Inventory Advantage Program eligibility is non-transferrable.
- Pure Romance reserves the right to create and send out offers for additional Inventory Advantage Programs at its discretion. Eligibility and rules pertaining to those programs will be communicated directly to the eligible Consultants.
- 80% of the Inventory Advantage retail value will count towards personal retail totals, as well as, group retail sales.

- Inventory Advantage Program product composition is preselected by the Corporate Office and is non-negotiable.
- Once a Consultant becomes eligible for the program, she will receive an email invitation with a link to her Consultant Online Office where she can agree to participate in the Inventory Advantage Program. The Consultant has 14 days from becoming eligible to accept her invitation.
- Participating Consultants will be required to provide Pure Romance with a credit or debit card to be billed for sales tax, shipping and handling and administrative fees at the time of acceptance. This same card will be automatically charged for each of the five monthly payments.
- Inventory Advantage may only be redeemed on the specified Inventory Advantage Kit. Inventory Advantage may not be used to purchase additional products, settle previous account balance issues, or be used in any other way except for the purchase of an Inventory Advantage Kit.
- All late payments shall be subject to a \$35 late fee.
- If payment is not received within 30 days of notification, including late fees, the Consultant will no longer be in good standing, their account will be placed on hold and they will be unable to place any orders until full payment has been received.
- If payment is not received within 60 days of notification or if a Consultant becomes inactive, the delinquent account will be subject to a debt collection process with a third-party agency.
- This transaction will be subject to the laws of the State of Ohio. In the event that a participating Consultant becomes inactive before repayment of the Inventory Advantage Program is complete, she will remain subject to any and all repayment terms as those to which she originally agreed.
- Consultants who become inactive and then re-enroll with Pure Romance are not eligible to participate in the Inventory Advantage Program regardless of previous participation.
- Participants of the Inventory Advantage Program may pay their balance due early at any time by contacting the Corporate Office

#### 4.7 Free Product Bonus

- A Consultant can earn Free Product credit based on her monthly personal Retail sales. The amount of Free Product is based on the level in which you qualify at the close of the month.
- Free Product amounts increase for every \$1,000 in monthly personal Retail sales.

Monthly Retail Sales	Free Product Earned
\$1,000	\$50
\$2,000	\$100
\$3,000	\$150
\$4,000	\$200
\$5,000	\$250
\$6,000	\$300
\$7,000	\$350
\$8,000	\$400
\$9,000	\$450
\$10,000	\$500

- The amount of Free Product you receive continues to increase by \$50 for every \$1,000 in personal Retail sales.
- Free Product orders must be placed online after 12:00 a.m. ET on the first day of the month and before 11:59 p.m. ET on the 15th of the month.
- Free Product not redeemed by the 15th of the month will be forfeited and will not roll over into the following month.
- The Pure Romance Corporate Office makes every attempt to include your requested Free Product with the next order you place; however, we reserve the right to ship all Free Product with orders after the 15th of the month.
- You must have at least one regular order processed within 30 days of placing your Free Product order, or you will forfeit these items.

- Free Product credit can be redeemed for Retail items only. Some products are not available for purchase with Free Product credit. Only available products will be accessible when placing a Free Product order.
- Free Product credit cannot be used as payment for a regular Consultant order.
- By federal law, bonuses in excess of \$600 must be reported with 1099 information to the Internal Revenue Service. Free Product earned and redeemed is included with this total at the Consultant's cost (retail minus the monthly Buying Discount). See section 16 for more information about 1099's.

## 4.8 Corporate Backorders

- Once inventory becomes available, backordered items are shipped with your next Consultant order. If you need the backordered items sooner, you may expedite them through the backorder page of the Consultant Online Office for a \$6 processing fee. On Thursday of each week this processing fee is waived provided you make the request by 11:59 p.m. ET. Expedited Processing fees are subject to change.
  - The backorder page can be found on the Consultant Online Office under ORDERS / VIEW BACKORDERS.
- Backordered items may not be cancelled at any time.
- Should a backordered item be discontinued, the Consultant will be issued a credit on file for the original purchase amount.
- Should a Consultant fall inactive before backorders are shipped out, they are forfeited.

## 4.9 Special Sales

To qualify for a special sale an order must be placed that meets or exceeds the Retail amount specified. Orders may not be combined or modified once submitted. Special sales promoting an additional discount will be adjusted after your Consultant Buying Discount is applied. Special sales promoting an increased buying discount are based on your Consultant level. Special sales offering reduced shipping and handling costs apply to standard UPS ground shipping within the continental US only. Pure Romance reserves the right to substitute Free Products with others of equal value. The sale is valid only from 12:00 a.m. ET to 11:59 p.m. ET on applicable day unless otherwise specified. Special sales cannot be backdated. Pure Romance may not be held liable for any downtime on the Consultant Online Office due to server delays or problems. Consultants are only eligible to participate in sales offered by their shipping warehouse. Sales do not apply to Inventory Advantage Kits.

## 4.10 Sales Tax

Pure Romance goes to great lengths to assist our Consultants in order to make running a business easier. Pure Romance collects the determined amount of sales tax applied to each order on behalf of our Consultants and files the collection with the appropriate state.

When an order is placed with the Pure Romance Corporate Office, you are required to pay sales tax according to the requirements of the state in which the product will be delivered (including shipping and handling where applicable). The amount of sales tax will be added to your order total.

The Corporate Office calculates sales tax rates for each order through a preferred provider who accesses the most up-to-date sales tax rates reported by each state/county. Should the incorrect sales tax rate be charged, please contact the Consultant Relations Department. The Consultant will be given a credit on file for the amount owed for the error.

State laws dictate sales tax rates and correct rounding procedures.

### Retail Purchases

- Sales tax is based on the suggested Retail price of products (listed in the Pure Romance catalog and on the Pure Romance website) plus shipping and handling (where applicable).
- States require the Pure Romance Corporate Office to submit the amount of sales tax that will be collected from each customer.
- All Products are considered general retail items and taxable depending on state regulations.

### Business Supplies

- Sales tax for Business Supplies will be based on the purchase price of the items.

### Free Product

- Sales tax for Free Product will be based on the suggested Retail price of the products.

### Kit Purchases

- Applicable sales tax is required for kit purchases based on the delivery address of the shipment.

- Depending on your city, county, and state tax code, a tax may be charged on the shipping and handling of an order placed with Pure Romance based on where the product will be delivered.

## 5. SHIPPING POLICIES

---

### 5.1 Domestic Shipments

- The Pure Romance Corporate Warehouse ships packages via United Parcel Service (UPS). See the Consultant Online Office for current shipping methods and pricing.
- Pure Romance does not guarantee the delivery date of any shipment.
- UPS does not deliver to P.O. Boxes; only to physical addresses, including carrier hubs.
- The address and/or delivery method cannot be modified once the order has been placed.
- Pure Romance allows Consultants to pick up orders from the Corporate Warehouse in Loveland, Ohio.
  - See the Ordering page of the Consultant Online Office for current corporate warehouse pickup charges.
  - Only the purchasing Consultant or a person authorized by the Consultant may pick up Consultant Orders. The Consultant must send an email to localpickup@pureromance.com and state the name of the person she is authorizing to pick up her order. This email must be sent at least 24 hours before the order is picked up at the Corporate Warehouse
  - Orders must be picked up within two business days of order submission.
  - Orders not retrieved within two business days will be restocked.
    - A refund, minus handling charges and a 20% restocking fee, will be applied to the Consultant's credit on file account.
  - If an order is not picked up, the products will need to be reordered.
  - Local pickup times are Tuesday through Friday from 1:00 p.m. to 4:30 p.m. ET.

#### Restricted Items

- Federal regulations prohibit aerosol and items containing alcohol (i.e., Between the Sheets, Truly Sexy) from shipping to Alaska or Hawaii due to hazardous material regulations.
- Federal regulations prohibit aerosol and items containing alcohol (i.e., Between the Sheets, Truly Sexy) from shipping via Air due to hazardous material regulations.
- The ordering page will restrict your shipping method to ground when ordering aerosols and/or items containing alcohol.

### 5.2 International and APO/FPO Shipments

- International packages ship via the United States Postal Service (USPS). See the Consultant Online Office for current methods and pricing.
- Pure Romance does not guarantee delivery dates.
  - APO/FPO – Once shipments are received by the US Military, they become the sole responsibility of the US Military Post Office. Pure Romance cannot control shipments once received by the US Military Post Office.
- The address and/or delivery method cannot be modified once the order has been placed.
- The Consultant is responsible for any brokerage, duties, and/or fees that may apply.

#### Restricted Items

- International regulations may restrict items available for shipping from Pure Romance.
- Federal regulations prohibit aerosol and items containing alcohol (i.e., Between the Sheets, Truly Sexy) from shipping via Air due to hazardous material regulations.

### 5.3 Canadian Shipments

- Packages are shipped to Canada via UPS International Ground Service. See the Consultant Online Office for current shipping and handling pricing information.
- Pure Romance does not guarantee delivery dates.
- The address and/or delivery method cannot be modified once the order has been placed.

- Pure Romance cannot ship products that include pheromones to Canada.
- Additional fees may apply for Canadian shipment for brokerage, duties, and/or other fees. Contact the Consultant Relations Department for additional information.

#### Restricted Items

- Canadian regulations may restrict items available for shipping from Pure Romance.
- Federal regulations prohibit aerosol and items containing alcohol (i.e., Between the Sheets, Truly Sexy) from shipping via Air due to hazardous material regulations.

## 5.4 Shipping Discrepancies

### Returned Shipments

If a shipment is refused or returned to Pure Romance:

- A refund, minus shipping and handling charges and a 20% restocking fee, will be applied to the Consultant's credit on file account.
- If an order is returned, the products will need to be reordered.

### Damaged Packages

Pure Romance makes every effort to pack orders in such a way to prevent product damage during shipping.

- Shipments become the responsibility of the carrier upon pickup from the Pure Romance Corporate Office.
- If a Consultant receives a damaged package, she must contact the Consultant Relations Department within one business day of receipt.
- Consultants should keep all products and packaging until an acceptable resolution has been achieved.
- Pure Romance will file a claim with the carrier and work with the Consultant to arrive at a resolution.

### Stolen/Missing Packages

- Shipments become the responsibility of the carrier upon pickup from the Pure Romance Corporate Office.
- If a Consultant's order is stolen or missing, she must contact the Consultant Relations Department within one business day to file a claim with the carrier.
- The claim may take up to eight business days to process and resolve.

### Missing Items

- If a Consultant receives her order and an item is missing, she must contact the Consultant Relations Department within one business day of receipt.
- Once an item is reported missing, the Consultant Relations Department will investigate the claim and work with the Consultant to resolve the missing product issue.

## 5.5 Warranty/Return Policy

- Pure Romance accepts merchandise returns for damaged or defective merchandise only.
- A Return Merchandise Authorization (RMA) number must be requested from the Consultant Relations Department.
  - Please send requests to [rma@pureromance.com](mailto:rma@pureromance.com) with your name, Consultant ID number, date of the order, order reference number, and a description of the defect.
  - RMA requests must be submitted within 60 days of the invoice date in its original packaging (including information, accessories, and batteries).
- Upon approval, an RMA number will be issued.
- A Warranty Exchange Form must be completed for each item being returned and included in the returned package. This form can be found on the Consultant Online Office under TRAINING CENTER - CUSTOMER CARE.
- Pure Romance reserves the right to audit RMA requests on an as-needed basis.
- Consultants will be required to maintain possession of the defective merchandise for a period of 30 days following the RMA approval. The Pure Romance Corporate Office may require a product to be physically returned on a case-by-case basis.
- Consultants pay all shipping and handling charges on returned packages.
- Pure Romance reserves the right to approve or deny any returns submitted to the Corporate Office. Any item obviously misused,

stretched, or used for demonstration purposes will not be accepted for return.

- Apparel items may only be returned due to defects. We will not accept returns due to size discrepancies.
- Defective items approved for return will be exchanged for duplicate items only.
- Replacement items will be shipped with the next Consultant order, once an approval notice is sent.
- If a duplicate item is not available, Pure Romance will credit the Consultant for the purchase price of the item as a credit on file.

## 6. PAYMENT OF BONUSES AND COMMISSIONS

---

### 6.1 Credit on File

Monies owed to the Consultant from processing customer credit card payments, personal website order commissions of \$9.99 or less, monthly bonuses, or other miscellaneous amounts are added to a credit on file account. Credit on file can be used as a payment method for Consultant orders or other charges.

- Bonus payments of \$9.99 or less are always given in the form of credit on file.
- All party sales made through a credit card purchase and processed through the corporate office are applied to your credit on file account.
- Credit on file may be used toward the payment of a regular order. Once available, you will see credit on file as a payment option on the payment page.
- Credit on file cannot be redeemed for cash and is forfeited if an account is inactive past one year.
- You can find your total credit on file earned on your Consultant Online Office home page.

### 6.2 Direct Deposit Method of Payment

Monthly bonuses of \$10 or more are issued to you via check or direct deposit.

- To participate in direct deposit, you must complete the Direct Deposit Form, which is found in the Training Center under Making Money, and fax it to Pure Romance at 513-697-5959.
- After submission of the form, it may still take up to 30 days for your check to be processed via direct deposit. If you have not provided direct deposit information, Pure Romance will send a check via mail, which may take up to two weeks.

Questions regarding receipt of your deposits paid by Pure Romance should be directed to our Consultant Relations Department at 866-ROMANCE (866-766-2623).

### 6.3 Credit Card Processing

- When a Consultant elects to use the Pure Romance credit card processing system to process payments received by customers the amount charged, minus a 5% processing fee, will be added to the Consultant's credit on file account.

### 6.4 Credit Card Billing Issues

- A chargeback occurs when the credit card company or the cardholder disputes a charge to his/her credit card.
- Merchant services will deduct the disputed amount from Pure Romance's bank account. The Corporate Office will conduct a credit card inquiry and place a debit memo (amount owed) on the corresponding Consultant's account.
- Should the Corporate Office receive a chargeback for a credit card the Consultant processed, she is responsible for providing any documentation requested to enable us to respond to and resolve the chargeback.
- If we are unable to resolve the chargeback to the satisfaction of the merchant services, the Consultant is responsible for payment of the disputed amount.
- At any point a Consultant owes Pure Romance money as the result of a chargeback, her account will be placed on hold until the situation is rectified.

### 6.5 Commissions

- See 7.4 Personal Website Orders

## 7. PERSONAL WEBSITE AND ONLINE GUIDELINES

---

### 7.1 Selling Products Online

- In order to maintain the integrity of Pure Romance's brand name, product line and customer/Consultant relationships, Consultants may only sell Pure Romance products via their Pure Romance personal website, including current and past Pure Romance merchandise and any other promotional materials (collectively, "Products").
- Consultants agree not to sell, market or promote merchandise sold by Pure Romance on any website not specially authorized by the Company, including, but not limited to, eBay, Amazon, or any other sites including open market places.
- Consultants may not use online classifieds (including Craigslist) to list or sell Pure Romance products. You may use online classifieds to inform the public about the Pure Romance business or party opportunity. Such classifieds must identify you as an Independent Pure Romance Consultant. If a link or URL is provided, it must link to your personal Pure Romance website.

### 7.2 Personal Website Policies

- Personal Website Fee
  - Starting January 1, 2016 Consultants will be required to pay an annual Personal Website Maintenance fee of \$19.00. This fee will be added to the first order placed in 2016 for all active Consultants. For new Consultants, the amount will be added to the purchase of all new Starter Kit purchases in 2016.
- The name of Pure Romance and other names as may be adopted by Pure Romance are proprietary trade names, trademarks and service marks of Pure Romance (collectively "marks"). As such, these marks are of great value to Pure Romance and are supplied to Consultants for the use only in an expressly authorized manner.
- In order to protect the Company's intellectual property rights, the use of Company trademarks, or any confusingly similar variation thereof, or the use of copyright-protected material in any form of electronic advertising or communication is not authorized except through Company-approved trademark standardization programs such as the Pure Romance personal website program. Promotion of your Pure Romance business online is reserved exclusively through participation in the personal website program and other Company-authorized programs. If you create your own website, it cannot incorporate Company trademarks or copyright-protected material. Most Internet service providers allow you to create a website in connection with the services they offer. If you take advantage of this service, it should not be used to promote your Pure Romance business.
- Pure Romance makes no guarantees or representations regarding the success or usefulness of having a Pure Romance personal website.
- Internet services provided by Pure Romance are solely provided as is. Pure Romance makes no representations or warranties, expressed or implied, including without limitation conditions of merchantability, title, or non-infringement.
- Pure Romance may not be held liable for any downtime on your personal website due to server delays or problems, viruses, maintenance, or any other reason whatsoever.
- Pure Romance personal websites should not present false or misleading information about Pure Romance, the Pure Romance opportunity, or your relationship with Pure Romance.
- Pure Romance personal websites are to be used to promote Pure Romance products only. The promotion of other companies and products is prohibited.
- It is the sole responsibility of each Pure Romance Consultant to ensure that her Pure Romance personal website fully complies with Pure Romance's personal website and online policies as well as with all applicable federal and state rules and regulations. Consultants are also responsible for ensuring their downline Consultants comply with these policies.
- Consultants will be held responsible for any statements or other content posted on their Pure Romance personal website or email, including liability or harm caused by such statements or material.

### 7.3 Personalizing Your Website

You may personalize sections of your Pure Romance personal website. You can do so by logging into the Consultant Online Office under the MY BUSINESS – MY INFORMATION tab.

These rules apply to managing your personal website:

- Choose carefully the information you post on your personal website.
- Your personal website is to be used to promote your Pure Romance business only. You may not use your personal website to solicit others to buy or sell products or services other than those of Pure Romance.
- Do not include the following items: street addresses and any photographs containing nudity, or subject matter that is obscene, lewd, violent, harassing, sexually explicit, or otherwise objectionable.
- With respect to any content uploaded to your personal website or used on marketing materials, you warrant that you own or have the



necessary rights, licenses, consents and permissions to use in a commercial manner. This includes, but is not limited to, copyright photography.

- Pure Romance may at its sole discretion reject, refuse to post, or remove any personalized information (including private messages) by you, or restrict, suspend or terminate your access to all or any part of your personal website at any time, for any or no reason, with or without prior notice, and without liability.

Note: If you become aware of misuse of a personal website by any Consultant, please contact the Consultant Relations Department to report the inappropriate content.

## 7.4 Personal Website Orders

When a customer places an order via your personal website, the corporate warehouse will pack the order and send it directly to the customer in discreet packaging. A notice will be sent to your email account notifying you that an order was received.

You will be paid commission on the Retail sales of the order (excluding sales tax and shipping and handling).

Website Commission On Orders \$39.99 and Under	30%
Website Commission On Orders \$40 and Over	40%

- If a product is on backorder, the customer will be contacted by the Consultant Relations Department and will be given the option to cancel the backordered item or select an alternate item. When a customer cancels a backordered item or an order, it may take up to five business days for the credit to post on the customer's account (depending on the customer's financial institution).
- If a product is delivered to the customer damaged or defective, the customer must contact the Consultant Relations Department to replace the item.
- Personal Website Commissions are available for use within 24 hours of order submission.
- Commissions may be used towards Consultant orders and are a visible step on the billing page.
- Unused Personal Website Commissions of \$9.99 or less are issued as a credit on file. Unused Personal Website Commissions of \$10 or more are paid monthly.
- Commissions, Overrides and other bonus payments occur on the 10<sup>th</sup> of the following month. If the 10<sup>th</sup> falls on a weekend or holiday, it will be issued the next business day.

## 7.5 Search Engines and Meta Tags

- Pure Romance Consultants agree to cooperate fully with Pure Romance so Internet search engines list Pure Romance's corporate website, pureromance.com, as the first result when an internet browser makes an query containing the name "Pure Romance" or any one of the Pure Romance's product names or trademarks.
- Pay-for-placement listings using the Pure Romance name, Pure Romance product names, or trademarks as the target keywords are strictly prohibited and are in direct violation of Pure Romance's policies. This includes, but is not limited to, Google AdWords advertising, Facebook advertising and third party online shopping sites, such as Amazon or eBay.

## 7.6 General Internet Policies

- Consultants may not publish, post, or distribute any material on their Pure Romance personal website or in connection with Pure Romance that is defamatory, libelous, disparaging, threatening, offensive, harassing, abusive, obscene and pornographic in violation of applicable law, or that inhibits others from enjoying the Pure Romance website or another Consultant's Pure Romance personal website.
- Consultants may not violate or infringe on the rights of others, including privacy, publicity, and proprietary rights.
- Consultants agree not to interfere with or take action that results in interference with or disruption of the Pure Romance corporate website, other Consultants' personal websites, or access to computer systems or networks connected to the foregoing.
- Consultants may not promote themselves and/or their personal businesses on any corporate social media accounts, i.e., Pure Romance on Facebook, Pure Romance on Tour on Facebook, etc. This includes posting messages or comments promoting your services or the services of any other individual Pure Romance Consultant. All party and opportunity leads generated through

corporate social media accounts will be distributed by the corporate office.

- When sharing documents or other materials specific to Pure Romance, Consultants must share within a password-protected environment.

### Website Domain Name and Email Addresses

- Consultants may not create website addresses, Facebook pages, Twitter feeds or other social media sites that appear to be hosted by the corporate office. Creating a page called "Pure Romance" or "Pure Romance Coupons" is strictly prohibited. All mentions of Pure Romance when promoting an individual business must include, "Pure Romance by (insert name)."
- New Consultants joining Pure Romance must supply Pure Romance with an email address they wish to associate with their Pure Romance business. Email addresses should be professional in nature and support the brand image of Pure Romance.
- The use of the Pure Romance name within a third-party URL address/domain name or email address is permitted (pureromancebysarah.com, sarahsprparties.com). Third party URL addresses and domains must redirect to a Consultant's Pure Romance personal website.
- The name must adhere to the rules set forth in the Good Standing requirements.

### Redirecting URLs from Purchased Domain Names

- Consultants can purchase a domain name from a third-party registrar that will only act as a link, redirecting customers to their official Pure Romance personal website. This may help in cases where an alternate name may be shorter and less difficult to remember.
- You may not link to or from another business, hobby, or non-Pure Romance product or opportunity. Doing so is a conflict of interest as outlined in this guide.
- Third-party URL addresses and domains may not be used to promote your Pure Romance business and cannot contain company trademarks or copyright-protected material.

### Training Content and Resources

- Consultants wishing to provide guidance and training support to team members in the way of videos, print or other materials are asked to do so on password-protected sites only. Consultants should refrain from posting phallic shaped items, videos that contain bedroom accessories or content that would be inappropriate for minors in public venues.
- Training content and resources are considered trade secrets of Pure Romance and may not be sold to third parties. Consultant may not profit from the sale of training content, seminars, retreats or other such resources.

## 7.7 Online Networking Sites and Social Media

- All Consultants using Facebook and other social media channels for their business must comply with the terms-of-service agreements of the social channels. Consultants who fail to do this should understand that they run the risk of having their social media accounts suspended or terminated by the site owner.
  - Example: Facebook's terms of service prohibit members from conducting commercial business through personal profiles. Therefore, any Consultant wishing to use Facebook to promote her Pure Romance business should do so only through a business fan page in order to stay compliant with the terms of service.
- Whenever it is possible to restrict page views to your social media channel by age, your page should only be visible to ages 18 and up. Social media channels that are viewable by those under 18 should not contain images of or links to phallic-shaped products.
- All guidelines for Pure Romance logo usage should be followed when posting content to social media. (Refer to "Use of Pure Romance Logos, Copyright and Trademarks.")
- Unauthorized use of copyrighted content on your social media channels is prohibited. This includes photos and videos from other brands, models, etc., as well as content posted by the Pure Romance corporate office to its official social media channels. Saving content to your computer and republishing it onto your social channels as your own content constitutes an inappropriate use of copyrighted content. Social media channels offer options for legally dispersing content originally posted by another user in a way that gives credit to the original owner: "sharing" on Facebook, "retweeting" on Twitter, "re-pinning" on Pinterest, etc. If you are not sharing according to the terms of use of these social media channels, and you do not otherwise have permission from the owner, you will legally be at risk.
- It is your obligation to ensure your postings and other online marketing activities are truthful, are not deceptive, and do not mislead customers or potential Consultants in any way. Postings that are false, misleading, and deceptive or are not in compliance with laws and regulations are prohibited.
  - Example: It is misleading to claim that a Pure Romance product has a medical effect using words such as "heal" or "cure," because our products have not been tested as medical devices. However, products might "help" with a problem or "promote" a desired effect.

- Consultants will be held fully responsible for any and all of their online activities conducted on behalf of their business. Do not post any content or materials that are obscene, threatening, derogatory, disparaging and malicious or that infringe on or violate, in any way, any law or any right of any person or entity, or any other content that might in any way reflect poorly on Pure Romance.
- Throughout the year, Pure Romance uses hashtags for campaigns and contests. If you submit a photo or other social post using one of our predetermined hashtags, you agree to allow Pure Romance to use this photo in marketing materials, on official social networks, etc.
- Pure Romance requires that postings, photographs, messages, profiles, etc. posted on social networking sites with mention of Pure Romance be tasteful and not include street addresses or subject matter that contains nudity, obscene, lewd, excessively violent, harassing, sexually explicit or otherwise objectionable subject matter. This is to protect the brand identity of Pure Romance and the success of all Pure Romance Consultants.

## 7.8 Internet Advertising and Promotions

- To protect the Company's logo, trademarks, brand names, and copyrighted material, Consultants must receive approval from the Pure Romance corporate office before advertising or promoting their business on any paid electronic network.
- Corporate images and materials that bear the copyright symbol, trademark symbol, or Pure Romance logo are not to be used in electronic media without prior written permission from the corporate office.
- Personal pages with indiscreet or racy images/media will not be permitted to be associated with Pure Romance advertising.

## 7.9 Pure Romance Media Center

- Consultants are not permitted to share Media Center accounts. Each subscription is only valid for a single Consultant.
- Materials in the Media Center are the property of the Pure Romance Media Center. Consultants are not permitted to reuse Media Center content and/or images with other direct sales companies and/or marketing/email services like Constant Contact or similar services.
- Consultants must observe all Good Standing Requirements when utilizing the Media Center.
- Consultants may not publish, post, or distribute any material that is defamatory, libelous, or disparaging toward Pure Romance.
- Consultants may not publish, post, or distribute any material that contains nudity or obscene, lewd, excessively violent, harassing, sexually explicit, threatening, abusive, or otherwise objectionable subject matter.
- Media Center content is not intended for print advertising (e.g., newspaper ads) and may not be used for such.
- Consultants agree to abide by the privacy policy set forth on Pure Romance's website, and will extend those policies to their Media Center usage.

## 7.10 Spam

Pure Romance does not permit Consultants to send unsolicited commercial emails unless such emails strictly comply with applicable laws and regulations. Please refer to the federal CAN SPAM Act for rules and regulations.

## 7.11 Privacy Policy

Consultants agree to abide by the privacy policy set forth on Pure Romance's website and to honor and extend those same policies to people visiting Consultants' personal websites.

# 8. REWARDS AND INCENTIVE PROGRAMS

---

## 8.1 Programs

Pure Romance offers a variety of incentives to recognize and reward Consultants for individual and team performance. The following is a list of incentives offered by the Pure Romance corporate office to Consultants:

- Bonuses
- Incentive Trips and Contests
- President's Club, Board of Directors, Sr. Board of Directors, Executive Board of Directors, and Emerita Board of Directors.

## 8.2 Contest Period and Rules

- Pure Romance's 2016 contest period is as follows:
  - 12:00 a.m. ET January 1, 2016 through 2:59 p.m. ET December 31, 2016.
- Pure Romance ends the contest period at 2:59 p.m. on the last day to allow our technical representatives time to verify results and perform upgrades. Consultant orders or new kit purchases submitted after this time will count towards the following contest period.
- Pure Romance may revise or discontinue individual incentives at the Company's discretion.
- All rules and qualifications are subject to change at the discretion of the corporate office. The Pure Romance corporate office reserves the right to make decisions regarding final interpretations of rules and qualifications and the eligibility of all final prizes, bonuses, and trips awarded to Consultants.
- Information regarding Active Consultant qualifications, Retail sales information, and promotion or contest rules given to a Consultant verbally by the Pure Romance corporate office shall not be binding upon Pure Romance.
- No exceptions or extensions of contest deadlines will be granted for mail delays, weather conditions, Internet access interruptions, or for other reasons.
- Pure Romance reserves the right to verify new Consultant information and activity. Falsifying new Consultant information or orders for the purposes of earning an incentive, Consultant Level, etc. will be cause for termination.

### 8.3 Eligibility

- Only Active Pure Romance Consultants with a signed Pure Romance Consultant Agreement and Enrollment Form on file are eligible to participate in Pure Romance contests.
- Each contest will require specific requirements for Retail sales and sponsorship and will be disclosed prior to the start of each contest.
- Retail sales are defined as "total Retail purchases before discount." Retail sales do not include Business Supplies or other special purchases (i.e., t-shirts, catalogs, order forms, etc.). Products purchased on sale (daily sale items, other special discounts, etc.) are counted toward total Retail sales at the reduced Retail amount. For example, if a product has a regular Retail price of \$10.00 and is on sale for \$8.00, you receive credit for an \$8.00 Retail purchase. Pure Romance reserves the right to modify the Retail sales credit on special promotions, such as the Inventory Advantage program.
- Only newly Active Consultants will count toward a Sponsor's qualifications for sponsoring incentives. Re-enrolled Consultants will not count toward contests unless their original kit was never activated or if the Consultant was Inactive for a period of three consecutive years or more.
- Any Consultant that becomes Inactive and re-enrolls that same contest period can qualify for the 2016 Contest Period rewards and incentives. However, her downline, all personal Retail sales totals and new Active Consultants earned prior to falling Inactive will not count toward any contests. Only Retail sales and new Active Consultants from the most recent kit Purchase date or re-enrollment will be counted.
- Trips, leases, tickets to special events, etc. are not transferable. The winning Consultant may not give the prize or trip away to another person or request cash in lieu of a prize. If a Consultant cannot travel during the specified trip dates, an alternate prize will not be awarded.
- Incentive trackers and reports are supplied to Consultants for the purposes of gauging their progress toward trips and prizes. Sales figures and new Consultant counts are not final until validated by the corporate office. Tracking information does not guarantee a trip or prize has been won.

### 8.4 Bonuses

- Bonuses are paid to Consultants on a monthly basis in the form of an automatic payment direct deposit, check, or credit on file. You may earn bonuses in several ways.
- Pure Romance reserves the right to verify new Consultants before payment of bonuses. Failure to provide accurate contact information for new Consultants will result in the leader forfeiting any applicable bonuses.

## Override Bonus

Override Bonuses are based on the Retail sales of your 1st and 2nd level downlines of each calendar month. Individuals achieving the Retail sales minimum requirements will receive Overrides as shown in the chart below. Each month Director Level and above have the opportunity to receive a Lifestyle Bonus, as well as, Overrides on their 1st, 2nd, 3rd, and 4th Level Downlines by meeting the requirements as specified in the chart shown below.

Consultant Level	Advanced Consultant	Senior Consultant	Director	Advanced Director	Senior Director	National Director	Executive Director
Buying Discount	40%	50%	50%	53%	55%	55%	60%
Override on 1st Level Downline	2.0%	2.5%	3.5%	4.0%	5.0%	6.0%	6.0%
Override on 2nd Level Downline	2.0%	2.5%	3.5%	4.0%	5.0%	5.0%	5.0%
Override on 3rd Level Downline	0.0%	0.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Override on 4th Level Downline	0.0%	0.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Monthly Lifestyle Bonus	\$0	\$100	\$300	\$400	\$500	\$600	\$1,000
Active Consultants in 1st Level Downline	0	3	8	12	18	30	30
Active Consultants in 2nd Level Downline	0	0	0	4	8	30	30
Active Sr. Consultant & Above in 1st Level Downline	0	0	0	1	2	4	8
# of New Consultant Activations Needed for Lifestyle Bonus and Level 3 and 4 Overrides*	0	0	1	1	2	2	2
						Or, a total of 8 in a calendar quarter.	
Monthly Minimum to Receive Bonuses	\$750	\$1,500	\$2,250	\$3,000	\$3,500	\$4,000	\$4,000

- Your Consultant Level on the first of the month will be the minimum Override Bonus Level for that same month. You can move up levels throughout the month, but you will not drop below the Consultant Level determined on the first day of the month.
- Consultants must meet the personal Retail sales minimum as shown in the Override Bonus chart on a monthly basis to be eligible for an Override Bonus. Monthly personal Retail sales amounts are based on purchases made before your Buying Discount. Should you fail to meet the monthly personal Retail sales minimum, you forfeit your Override Bonus for the month. **Should you be promoted to a new Consultant Level at any point during the month, you will be required to meet the personal Retail sales minimum for your new level in order to receive your Override Bonus.**
- Consultants are required to maintain Good Standing status and actively support their downline to be eligible for an Override Bonus.
- Qualifying for a Lifestyle Bonus and/or 3<sup>rd</sup> and 4<sup>th</sup> Level Override Bonuses:
  - Director through Sr. Director Levels: To receive the Lifestyle Bonus and 3<sup>rd</sup> and 4<sup>th</sup> Level Overrides, Director through Sr. Director Levels must activate the number of new Consultants shown in the chart each month.
  - \*Individuals at Advanced Consultant through Sr. Consultant Levels who reached annual Group Retail Sales of \$750,000 or more during the previous contest period must activate two new Consultants each month to receive a Lifestyle Bonus and 3<sup>rd</sup> and 4<sup>th</sup> Level Overrides.
  - National Director through Executive Director Levels: To receive monthly Lifestyle and 3<sup>rd</sup> and 4<sup>th</sup> Level Overrides, National and Executive Directors have two options:
    - Activate the number of new Consultants shown in the chart each month to receive payment with your next Override Bonus. For example, activate two new Consultants in the month of January and the Lifestyle and 3<sup>rd</sup> and

4<sup>th</sup> Level Overrides will be included with the February Override bonus. Or,

- Reach a total of eight new activated Consultants in a calendar quarter and receive payment of the monthly Lifestyle and 3<sup>rd</sup> and 4<sup>th</sup> Level Overrides with the bonuses paid the month following the close of the quarter. For example, enroll and activate eight new Consultants in the first quarter (January, February and March) and receive the Lifestyle bonuses and 3<sup>rd</sup> and 4<sup>th</sup> Levels Overrides for those months with the bonuses paid in April.
- Should a Consultant drop below National or Executive Level, she must meet the requirements for the level at which she ends the month to receive her Lifestyle Bonus and 3<sup>rd</sup> and 4<sup>th</sup> Level Overrides. Any bonuses owed to her for the quarter will be paid provided she reaches the minimum of eight activated for the quarter for months in which she finished as a National or Executive Director.

Example #1: Level falls below National and Executive during a quarter.

Month	Consultant Level	# of New Consultants Activated	Lifestyle Bonus and 3 <sup>rd</sup> and 4 <sup>th</sup> Level Payment Paid
January	National Director	0	At the End of the Quarter
February	National Director	1	At the End of the Quarter
March	Sr. Director	7	Next Override Payment

Example #2: Forfeiture of bonuses with minimum not met.

Month	Consultant Level	# of New Consultants Activated	Lifestyle Bonus and 3 <sup>rd</sup> and 4 <sup>th</sup> Level Payment Paid
January	National Director	0	Forfeited
February	Sr. Director	3	Next Override Payment
March	Sr. Director	3	Next Override Payment
Note: January Lifestyle and 3 <sup>rd</sup> and 4 <sup>th</sup> Level Overrides would be forfeited for January because 8 newly Activated Consultant minimum was not met.			

Example #3: Minimum met early in the quarter.

Month	Consultant Level	# of New Consultants Activated	Lifestyle Bonus and 3 <sup>rd</sup> and 4 <sup>th</sup> Level Payment Paid
January	Executive Director	8	Next Override Payment
February	Executive Director	0	At the End of the Quarter
March	Executive Director	0	At the End of the Quarter

Example #4: Minimum met during a quarter.

Month	Consultant Level	# of New Consultants Activated	Lifestyle Bonus and 3 <sup>rd</sup> and 4 <sup>th</sup> Level Payment Paid
January	Executive Director	2	Next Override Payment
February	Executive Director	6	Next Override Payment
March	Executive Director	0	At the End of the Quarter

Example #5: Starts the quarter as a Sr. Director and advances during the quarter.

Month	Consultant Level	# of New Consultants Activated	Lifestyle Bonus and 3 <sup>rd</sup> and 4 <sup>th</sup> Level Payment Paid
January	Sr. Director	6	Next Override Payment
February	National Director	1	At the End of a the Quarter
March	National Director	1	At the End of the Quarter

All examples assume the individual reached the monthly personal Retail sales minimum for the level she finished the month to receive Overrides.

- Pure Romance reserves the right to verify new Consultants before payment of bonuses. Failure to provide accurate contact information for new Consultants will result in the leader forfeiting the Lifestyle Bonus.
- Override Bonuses are issued on the 10th of every month for the previous month, allowing you to access your funds immediately. If the 10th falls on a weekend or holiday, it will be issued the next business day.
- Override Bonuses of \$9.99 or less are issued as a credit on file. Override Bonuses of \$10 or more are paid out via direct deposit, check, or credit on file.

#### Sponsor Bonus

- Consultants and Advanced Consultants will receive a Sponsor Bonus of \$50 in Free Product for every new Consultant they Activate until they have achieved Sr. Consultant Level. If after achieving Sr. Consultants Level the Consultant returns back to the Advanced Consultant Level, she will not begin receiving Sponsor Bonuses again for any newly Activated Consultants.
- Sponsor Bonuses are awarded for each Consultant who becomes an Active Consultant within 60 days of their kit purchase date. When a new Consultant purchases a Deluxe or Premium Kit, she automatically becomes an Active Consultant. The eligible Sponsor will receive the applicable bonus the following month.
- The Sponsor must meet the personal Retail sales minimum for her level in the month a Sponsor Bonus is earned to be eligible for the Sponsor Bonus. Example: A new Consultant becomes an Active Consultant on January 2nd. The Sponsor must meet the minimum personal Retail sales requirement in January to be eligible for the Sponsor Bonus on February 10th. If the Sponsor fails to meet the Personal Retail minimum for January, she will forfeit the Sponsor Bonus.
- When a Consultant has been Active for less than 30 days and sponsors a new Consultant, the personal Retail sales requirement to be eligible for monthly bonuses will be waived. The Sponsor Bonus will be issued the month following the new Consultant becoming an Active Consultant.
- When Free Product is issued as a Sponsor Bonus, a Free Product order must be placed online after 12:00 a.m. ET on the first day of the month and before 11:59 p.m. ET on the 15th of the month. See the Free Product section of this Guide for complete information on redeeming Free Product.
- If a Consultant becomes Inactive and then re-enrolls, the sponsor will not receive an additional Sponsor Bonus, unless the Consultant has been Inactive for a period of at least three consecutive years.
- If a Consultant purchases a kit and does not become an Active Consultant in her first 60 days, then purchases another kit and does become an Active Consultant the second time around, the sponsor will receive a bonus.

#### Retail Sales Bonus

- For any month in which you achieve over \$10,000 in personal Retail sales, you will receive a 2.5% cash bonus on your personal Retail sales total for that month.
- Retail Sales Bonuses will be included with the following month's Override Bonus payment.
- In addition, Consultants who achieve annual personal Retail sales of \$100,000 or more will receive a 2.5% cash bonus on her total personal Retail sales prior to the close of the calendar year (i.e., Personal retail sales for the calendar year are \$110,000, that Consultant will receive a bonus of \$2,750 prior to December 31, 2016).
- Consultant must achieve personal Retail sales of \$100,000 or more from 12:00 a.m. ET January 1, 2016 through 11:59 p.m. ET on December 15, 2016.

## Superstar Bonus

- When a Consultant achieves personal Retail sales of \$100,000, activates 36 new Consultants and achieves \$1,000,000 in group sales she will receive a \$12,000 cash bonus.
- All requirements must be achieved between 12:00 a.m. ET January 1, 2016 through 11:59 p.m. ET December 15, 2016.
- Consultant must remain in good standing throughout the entire contest period to be eligible for a Superstar Bonus.

## 8.5 Outstanding Balances

- If a Consultant has an outstanding balance with the Pure Romance corporate office, Sponsor Bonuses, Override Bonuses, or other rewards will be applied to the unpaid balance.
- Pure Romance also reserves the right to garner funds from a Consultant's upline should they be paid for her activity while she has accumulated debt with the company.
- If an outstanding balance is acquired, a Consultant may be prohibited from placing orders until the balance is paid.

## 8.6 Incentive Trips and Contests

The following rules and requirements will be in effect during the 2016 rewards and contest period.

- To be eligible to count toward incentive contests, newly-sponsored Consultants must meet the minimum requirements to become active during the contest dates.
- Should returns or adjustments occur in the months subsequent to earning an incentive, Pure Romance reserves the right to deem the Consultant ineligible and may or may not select another eligible winner.
- Eligible incentive winners must maintain minimum personal Retail sales requirements for their Consultant Level and remain in good standing until the incentive is received (or the trip departure date, if the incentive takes the form of a trip).
- The level at which a Consultant begins an incentive contest period will be the level in which she competes for the remainder of the contest.
  - If an individual is at the Consultant Level on the first day of the contest period, and advances to Director Level by the end of the contest, she will compete in the contest as a Consultant.
  - If an individual begins the contest period as a Director or higher and drops to Sr. Consultant or Advanced Consultant Level, she will not be eligible for a contest offered to Advanced Consultants or Sr. Consultants.
- At least half of the new Active Consultants required to earn a Consultant incentive must be Active at the time the promotion ends in order to count.
- Events offered during trips are reserved exclusively for the trip winner.
- Trips are for Consultants only (unless otherwise specified).
- The corporate office reserves the right to revoke a Consultant's incentive eligibility at its discretion.

## 8.7 Consultant Incentive Trips

### 1st Quarter Incentive Trip in Cancun, Mexico

To be eligible to count towards the 1st Quarter Incentive Trip in Cancun, Mexico Contest:

- All orders counting toward personal Retail sales must be received between 12:00 a.m. ET January 1, 2016 and 11:59 p.m. ET on March 31, 2016.
- New Consultants must become Active during the contest period.

#### How to Earn This Trip

##### Trips Available

- The first 150 Consultants – Sr. Consultants to reach the requirements below will qualify for the trip.
- The first 150 Directors – Executive Directors to reach the requirements below will qualify for the trip
- Corporate office reserves to right to adjust the prize mix.

##### Top Performers

- Consultant through Sr. Consultant Levels: Reach a minimum of \$15,000 in personal Retail sales and personally sponsor four new active Consultants.



- Director through Executive Director Levels: Reach a minimum of \$28,000 in personal Retail sales and personally sponsor eight new active Consultants.

## 8.8 Travel Requirements and Policies

- Trips are nontransferable. The original winner must be one of the travelers.
- Trip departure date, destination, and itinerary are subject to availability. Pure Romance reserves the right to alter original arrangements when appropriate.
- Pure Romance is not responsible for transportation delays or irregularities and does not offer compensation for the same.
- Eligible Consultants must provide Pure Romance with their travel information within seven business days of confirmation that a trip has been won.
- Pure Romance is not responsible for fees associated with changing travel information.
- Although the corporate office takes great care in making arrangements as convenient as possible for winners, Pure Romance reserves the right to select the departure and arrival airports along with flight schedules.
- The following expenses are not covered by Pure Romance for trip winners:
  - Insurance of any kind
  - Medical expenses
  - Parking fees
  - Child care
  - Telephone/telex/fax/Internet charges
  - Baggage fees
  - Mileage
  - Transportation to and from the departure airport
  - Dietary Needs
  - Any other miscellaneous costs not specified in contest rules
- If a winner chooses not to take a portion of the planned trip itinerary, Pure Romance will not issue compensation for the unused portion. Pure Romance must approve trip alterations. Should changes in trip plans affect Pure Romance's contractual agreement with the travel firms, alterations will not be allowed.
- If a trip winner wishes to alter the original trip itinerary in any way, Pure Romance is not responsible for any costs associated with the changes.
- Balances due for approved trip alterations, additional costs, or buy-ins must be paid in full before arrangements can be confirmed and tickets released by Pure Romance.
- Pure Romance will not reimburse trip winners or issue alternate prizes should the Consultant and/or guest become unable to attend the trip.
- Trip winners must travel with Pure Romance during planned trip dates; winners are not allowed to travel at alternate times or request an alternate prize.
- Some incentive trip destinations require a valid passport for travelers. Trip winners are responsible for obtaining a valid passport before trip departure. Please allow ample time for passport processing, as delays are possible.
- A Pure Romance Consultant may not take another Consultant as a traveling companion on Consultant incentive trips.

## 8.9 Executive Board of Directors, Emerita Board of Directors, Sr. Board of Directors, Board of Directors and President's Club

Pure Romance recognizes a select group of Consultants who meet minimum qualifications as outlined in this Guide.

- These titles are awarded once a year. Consultants earning a Sr. Board of Directors, Board of Directors or President's Club title during the 2016 Contest Period will hold the title until December 31, 2017.
- All orders counting towards personal Retail sales must be received between 12:00 a.m. ET January 1, 2016 and 2:59 p.m. ET December 31, 2016.
- New Consultants must become Active during the contest period 12:00 a.m. ET January 1, 2016 and 2:59 p.m. ET December 31, 2016 to count toward sponsorship minimums.
- Consultants are required to maintain Good Standing status to be eligible to accept an Executive Board of Directors, Emerita Board of

Directors, Sr. Board of Directors, Board of Directors, or President's Club title.

- To be eligible to become a member of the Executive Board of Directors, Sr. Board of Directors, Board of Directors or President's Club member, Consultants must adhere to the requirements detailed in this guide and attend World Conference, National Training(s) and designated corporately-sponsored regional events within a 100-mile radius of residence. Pure Romance will stipulate which regional events will be required when posting registration information on the Consultant Online Office.
  - To receive attendance credit for the required meetings and events, Consultants must pre-register, attend the entire meeting, and complete the online survey when offered.
- To be eligible, Consultants must support the efforts of Pure Romance and all Consultants by actively becoming a proponent of Pure Romance's programs, initiatives, and charitable events.
- Consultants must also agree to promote Pure Romance exclusively. You agree not to become an active member of another direct sales company, regardless of the product line, and/or solicit others to become a member of another direct sales company.
- Upon meeting the qualifications, Consultants must officially accept or deny the title once offered. To accept an Executive Board of Directors, Emerita Board of Directors, Sr. Board of Directors, Board of Directors, or President's Club title, an eligible Consultant must submit a signed Board agreement to the corporate office. Agreements are supplied at the time achievers are notified.
- The corporate office reserves the right to revoke a Consultant's eligibility or ask an individual to relinquish the title at its discretion.  
To be eligible to hold a Board position for the entire year, Consultants must maintain a consistent activity level with personal Retail sales and sponsorship and continue to meet the requirements outlined in the Board agreement.

## 8.10 Board of Governors

The Board of Governors includes the Executive Board of Directors who are engaged periodically to protect the integrity and reputation of the Board of Directors and President's Club. They are expected to address any issues in a fair and equitable manner.

What are the responsibilities of the Board of Governors?

- Oversee the integrity of the Board of Directors and President's Club for Pure Romance.
- Assume responsibility for ensuring the mission and values of Pure Romance are being supported and carried out.
- Ensure Executive Board of Directors, Sr. Board of Directors, Board of Directors, and President's Club members adhere to the highest standards of integrity.
- Make and execute decisions that are in the best interest of Pure Romance and our Consultants.

Board of Governors will maintain integrity of all Board and President's Club positions by upholding the following expectations of their members:

- Members must wear proper business attire at parties and Pure Romance events with no exceptions. This means no jeans, no clothing that presents too much cleavage, and/or no wearing of clothing inappropriate for a business setting.
- Members must demonstrate proper behavior at all times.
- Members will not engage in inappropriate public displays of affection.
- Members will not solicit other Consultants to join, promote, or sell for other direct sales companies.
- Members will not post negative content on any social networking sites, message boards, or other publicly viewed venues.
- Members must attend all corporate events and be fully present and engaged. This includes: being at least 15 minutes early to every event, sitting toward the front of the room, and giving undivided attention to the speaker.
- Members will lead by example and actively uphold the Good Standing and Rules of Selling requirements.

Board of Governors Infraction Review Process:

- Information is given to the Board of Governors by the corporate office when a situation arises requiring their attention. A meeting of the Board of Governors will be called. At least six council members must participate in the review meeting.
- One member of the Board of Governors, selected as the point of contact, will receive information regarding a concern from the corporate office. This spokesperson for the Board of Governors will report to the corporate office once action has been taken so that the situation is noted in the Consultant's file.
- The Council will meet (in person or via conference call) after major events and on an as needed basis.
- Meetings will occur via conference call. A date, time, and call-in phone number will be supplied.
- To make a decision regarding any given situation, no less than six Board of Governors members must participate in the meeting.

### Disciplinary Action:

- 1st offense requires a warning by the Board of Governors members after the council has reviewed the situation.
- 2nd offense warrants a meeting with the Board of Governors via conference call with the entire council to discuss the issue and remedy the situation.
- 3rd offense requires removal from any Board position or President's Club.

Consideration: Consultant is removed for 5 years or lifetime.

- If lifetime is chosen, petitions can be made to the Board of Governors for review after the original 5 years are served.

Amendments to these guidelines and procedures will be considered on an as-needed basis. Changes will be communicated to the Board of Directors and President's Club in writing.

## 8.11 Executive Board of Directors Qualifications

- Members of the Executive Board of Directors are appointed by top executives at the corporate office.
- To be considered for the Executive Board of Directors, a Consultant must achieve Sr. Board of Directors status for a minimum of five consecutive years and maintain consistency with personal Retail sales, sponsoring, dedication to Pure Romance, and leadership abilities.
- The maximum number of chairs able to be held on the Executive Board of Directors is seven. The expansion of additional chairs is up to the discretion of the corporate office.

### Benefits of Executive Board of Directors Title:

- Overnight accommodations at the Board of Directors meeting. Includes double occupancy VIP accommodations, select meals, entry into the Executive and Sr. Board of Directors annual meeting, and entry into the Board of Directors annual meeting to be held in 2017.
- \$500 cash bonus awarded at the annual Board of Directors meeting.
- \$500 travel voucher awarded at the annual Board of Directors meeting.
- Recognition at the 2017 World Conference.
- Thank-you gifts hand-selected by Patty Brisben, Founder and Chairwoman.
- VIP entry at special Pure Romance events.
- 1,000 complimentary Pure Romance business cards.

## 8.12 Emerita Board of Directors Qualifications

After 15 years of service on the Executive Board of Directors, members are awarded an honorary title of Emerita Board of Directors member. This rank is given in recognition of their outstanding merit and distinguished service. An Emerita Board of Directors position is a lifetime appointment rewarding commitment and dedication to the success of Pure Romance.

Emerita members retain non-active status with regard to required activities. This is granted to the individual to maintain association with the company. Emerita Board of Directors are encouraged, but not obligated to participate in the Board of Directors meeting and all other Board activities.

- Certain privileges are provided as follows:
- On all formal occasions, Emerita Board of Directors members are recognized on the same basis as active members.
- Emerita members retain VIP entry at special Pure Romance Events.
- Travel and lodging expenses will be the responsibility of the Emerita Board of Directors member.

\*Exceptions: If an Executive Board of Directors member is maintaining personal retail sales of \$65,000 annually after 15 years, Pure Romance holds the right to extend the term on the Executive Board of Directors for an additional year and this will be extended for every year this requirement is met. This will be reviewed on an annual basis. Pure Romance can extend an Executive Board of Directors term at its discretion.

### 8.13 Sr. Board of Directors Qualifications

- Sr. Board of Directors titles are awarded for a period of one year. Those who earn a Sr. Board of Directors title during the 2016 contest period are eligible to keep this title through December 31, 2017.
- Sr. Board of Directors Qualification Period: Consultants can become eligible to accept a Sr. Board of Directors title with one of the following minimums from 12:00 a.m. ET January 1, 2016 through 2:59 p.m. ET December 31, 2016.

Position	Minimum Personal Retail Sales	Minimum New Activated Consultants	Group Retail Sales
Sr. Board of Directors (Option 1)	\$60,000	24	\$3,000,000
Sr. Board of Directors (Option 2)	\$65,000	24	\$2,000,000
Sr. Board of Directors (Option 3)	\$75,000	24	\$1,000,000

#### Benefits of Sr. Board of Directors Title:

- Overnight accommodations at the Executive Board of Directors, Sr. Board of Directors and Board of Directors meeting to take place in 2017. Includes, double occupancy accommodations, select meals, entry into the Sr. Board of Directors annual meeting, and entry into the Board of Directors annual meeting.
- \$500 cash bonus awarded at the annual Board of Directors meeting.
- \$500 travel reimbursement awarded at the Annual Board of Directors meeting. Travel reimbursement to be used toward airfare, ground transportation, parking or other travel expenses.
- Thank-you gifts hand-selected by Patty Brisben, Founder and Chairwoman.
- VIP entry at special Pure Romance events.
- 1,000 complimentary Pure Romance business cards and a name badge.
- Recognition at the 2017 World Conference.
- Hold a Board of Directors position for two consecutive years and you will receive a white gold, heart logo bracelet designed exclusively for Pure Romance. For each additional year of service on the Board, Pure Romance will add a new diamond.

### 8.14 Board of Directors Qualifications

- Board of Directors titles are awarded for a period of one year. Those who earn a Board of Directors title during the 2016 contest period are eligible to keep this title through December 31, 2017.
- Board of Directors Qualification Period: Consultants can become eligible to accept a Board of Directors title with a minimum of \$75,000 in personal Retail sales, 24 new Active Consultants and \$250,000 in Group Sales from 12:00 a.m. ET January 1, 2016 through 2:59 p.m. ET December 31, 2016.

#### Benefits of Board of Directors Title:

- Overnight accommodations at the Board of Directors meeting. Includes double occupancy accommodations, select meals, and entry into the annual Board of Directors meeting.
- \$500 cash bonus awarded at the annual Board of Directors meeting.
- \$500 travel reimbursement awarded at the Annual Board of Directors meeting. Travel reimbursement to be used toward airfare, ground transportation, parking or other travel expenses.
- Recognition at 2017 World Conference.
- Thank-you gifts hand-selected by Patty Brisben, Founder and Chairwoman.
- VIP entry at special Pure Romance events.
- 1,000 complimentary Pure Romance business cards and a name badge.
- Hold a Board of Directors position for two consecutive years and you will receive a white gold, heart logo bracelet designed exclusively for Pure Romance. For each additional year of service of the Board, Pure Romance will add a new diamond.

## 8.15 President's Club Qualifications

- President's Club titles are awarded for a period of one year. Those earning a President's Club title during the 2016 Contest period are eligible to keep this title through December 31, 2017.
- President's Club Qualification Period: Consultants can become eligible to accept a President's Club title with a minimum of \$60,000 in personal Retail sales and 16 new Active Consultants from 12:00 a.m. ET January 1, 2016 through 2:59 p.m. ET December 31, 2016.

### Benefits of President's Club Title:

- \$250 cash bonus awarded at the President's Club trip.
- \$250 travel reimbursement awarded at the Annual President's Club meeting.
- Recognition at the 2017 World Conference.
- VIP entry at special Pure Romance events.
- 1,000 complimentary Pure Romance business cards and a name badge.

## 8.16 Fast Track Program for New Consultants

- New Consultants are offered the opportunity to earn exclusive Pure Romance jewelry by reaching the following qualifications:

Deadline from the Kit Purchase Date	Personal Retail Sales	Fast Track Bonus	# of New Consultants Sponsored
60 days	\$1,000	Exclusive Heart Necklace	0
60 days	\$1,000	Exclusive Heart Necklace and Heart Pin	1

- In order to receive the exclusive heart necklace, a Consultant must meet the minimum Retail sales. If during that 60 days she also sponsors a Consultant, she will receive the additional heart pin when the new Consultant activates.

# 9. CONSULTANT RECOGNITION

---

## 9.1 World Conference Awards

Recognition for the 2017 World Conference will be based on activity from 12:00 a.m. ET January 1, 2016 through 2:59 p.m. ET December 31, 2016. A Consultant must be registered for the 2017 World Conference by the registration deadline and attend the 2017 World Conference in order to be awarded recognition. Awards are based on the Consultant's Level at 2:59 p.m. ET December 31, 2016.

### Personal Retail Sales

Top five Consultants in each level will be recognized as winners. Advanced Consultant, Sr. Consultant and Director levels must advance to a higher Consultant level within 2 contest periods or World Conference recognition will be forfeited. Level will be determined at the end of the contest period.

Top ten in personal Retail sales world-wide\*

### Group Retail Sales

Top five Consultants in each level who meet the following minimums will be recognized as winners. Advanced Consultant, Sr. Consultant and Director levels must advance to a higher Consultant level within two contest periods or World Conference recognition will be forfeited. Level will be determined at the end of the contest period. Individuals that achieve the following minimums, but are not in the top ten will be recognized as Honorable Mentions.

Consultant Level	Group Sales Minimum to Receive Recognition	Minimum Personal Retail Sales
Senior Consultant	\$225,000	\$24,000
Director	\$400,000	\$36,000
Advanced Director	\$600,000	\$48,000
Senior Director	\$800,000	\$60,000
National Director	\$1,000,000	\$60,000
Executive Director	\$1,000,000	\$60,000

#### Top 10 in Group Sales world-wide\*

- Awards are based on the Consultant's Level at 2:59 p.m. ET December 31, 2016.
- Group Sales recognition totals include the combined Retail sales of the Consultant and her 1st, 2nd, 3rd and 4th (if applicable) Downlines.

\*Currency in other countries will be converted to a US equivalent.

#### Sponsorship

Top ten Consultants overall will be recognized for their sponsorship. All new Consultants who activate during the contest period will count toward sponsorship numbers.

- Example 1: If a new Consultant's kit purchase occurs on December 15, 2015 and she becomes an Active Consultant on January 15, 2016 she will count toward the 2016 contest recognition and prizes.
- Example 2: If a new Consultant's kit purchase occurs on December 15, 2016 and she becomes an Active Consultant on January 15, 2017 she will not count toward 2016 contest recognition and prizes.

#### Achievement

- Director advancements (First Time Achievement)
- Sr. Director advancements (First Time Achievement)
- National Director advancements (First Time Achievement)

To be eligible to receive first time advancement recognition, Consultants must achieve the level advancement 90 days prior to the close of the contest period and she must maintain the new level until the time the contest period ends. Should a Consultant drop down a level, she must regain the higher level within 30 days. If she does not regain the level within 30 days, she will forfeit the World Conference recognition. Consultants may only drop down three times during the contest period. Should her level drop more than three times during a contest period, she will forfeit the World Conference recognition.

- President's Club - Earn a position on the President's club by achieving \$60,000 in personal Retail sales and 16 new active Consultants during the contest period.
- Board of Directors - Earn a position on the Board of Directors by achieving \$75,000 personal Retail sales, 24 new active Consultants, and \$250,000 in group sales during the contest period.
- Sr. Board of Directors - Earn a position on the Sr. Board of Directors by achieving one of the following minimums during the contest period.

Position	Minimum Personal Retail Sales	Minimum New Activated Consultants	Group Retail Sales
Sr. Board of Directors (Option 1)	\$60,000	24	\$3,000,000
Sr. Board of Directors (Option 2)	\$65,000	24	\$2,000,000
Sr. Board of Directors (Option 3)	\$75,000	24	\$1,000,000

- Executive Board (when applicable) - Executive Board of Directors members are appointed by top Executives at the corporate office.
- Rookies of the Year Awards: Rookie of the Year recognition will be awarded to all Consultants who celebrate a 1-year anniversary during the 2016 contest period and reach personal Retail sales of at least \$36,000 and personally sponsor a minimum of 10 new Activated Consultant in their first year of business. Anniversary date is based on the first kit purchase date.  
On rare occasions that kits are presold and shipped at a later time, Pure Romance will base the 1-year anniversary date on the kit shipment date. This will be communicated on the Consultant Online Office during these specials.
- Incentive Trip Winners (when applicable) - See details as outlined In Section 8.7.
- Length of Service Recognition (10 consecutive years) - Anyone who holds a Board of Directors position or higher for 10 Consecutive full-calendar years.
- To receive annual awards recognition at the 2017 World Conference or in nationally published materials, Consultants must pre-register and attend the 2017 World Conference.

### 2017 World Conference Attendance

There are select prizes, bonuses, and recognition that are awarded to eligible Consultants at the 2017 World Conference when they attend the event. The 2017 World Conference dates and location are provided well in advance so attendance can be planned.

The corporate office understands that there are some conditions that may limit the Consultant's ability to attend. These would include the following events occurring within a reasonable time frame of World Conference: travel restrictions due to pregnancy, birth of a son or daughter, adoption or foster care of a son or daughter, care for a spouse, son, daughter, or parent for serious health conditions, serious health conditions affecting the Consultant, or the death of an immediate family member.

Should a Consultant experience one of the events described, she must contact the Consultant Relations Department before the event. Each situation will be considered on a case-by-case basis and appropriate documentation will be required to consider granting an absence without penalty. Should the corporate office authorize the absence, the Consultant will not forfeit recognition, prize or bonus eligibility.

## 10. PARTY AND OPPORTUNITY LEADS

---

### 10.1 Corporate Party Lead Requirements

To become eligible for party leads from the Pure Romance corporate office, you must meet the following requirements:

- Reach a minimum of \$5,000 in total personal Retail sales.
- Maintain Good Standing status with the Pure Romance corporate office.

Once these requirements have been met, the Consultant will become eligible to receive party leads in the second week of the following month.

### 10.2 To Maintain Party Lead Eligibility

- Consultant must maintain a minimum of \$1,200 in personal Retail sales each month.
  - Should the Consultant's monthly personal Retail sales fall below this minimum, she will not be eligible to receive party leads the following month.
  - Once she meets the \$1,200 personal Retail sales minimum again, she will be eligible to receive party leads the following month.
- Complete the Party Lead Survey

## 10.3 Party Lead Process

- Corporate office will confirm the party details with the lead and then contact the Consultant via phone, email, or text message when a lead is available. The Consultant must respond to corporate to confirm her availability. Upon confirming her availability the corporate office will send the lead to her Consultant Online Office.
  - When Pure Romance receives a party lead that requires a quick response, two Consultants may be contacted at the same time to ensure the party is able to take place as requested by the hostess. The first Consultant to respond will be given the lead.
- The Consultant must accept the lead on her Consultant Online Office and contact the lead by phone within 24 hours of receiving the lead.
  - If the Consultant fails to accept the lead within 24 hours it will automatically be sent back to corporate. Leads that are sent back to corporate will be reassigned back to your online office.
  - If the Consultant fails to accept the lead within 24 hours a second time, she will be removed from the lead list for the remainder of the month and the following month
  - If a consultant is unable to accept the lead on her COO, she must contact the corporate office within 24 hours and notify the leads department.

Should the Consultant be unable to reach a lead, or the lead is no longer interested, the Consultant should note detailed information in the Notes tab of the contact before closing the lead.

- When a Consultant accepts a party from the corporate office, she is not permitted to pass the lead off to a team member or another consultant unless she has spoken with, and received approval from, the corporate office.
- Should the Consultant happen to encounter a party lead who is currently working with another active Pure Romance Consultant, she must notify the Consultant Relations Department immediately.
- Party dates and times are confirmed by the corporate office prior to assigning leads and are not subject to change unless requested by the lead. The confirmed time and date given from corporate after speaking to the lead may be different than what was originally requested online; the confirmed time and date supersedes the online request. Once a Consultant has verbally accepted the party lead, it is her responsibility to ensure the party is covered.
- If party complaints are received by the corporate office, the Consultant will lose party lead eligibility for a period of at least 30 days.
  - Failure to attend a party without notice will result in permanent loss of party lead eligibility.

Failure to meet any of these requirements will result in a loss of party lead eligibility for the remainder of the month and the following month.

- The Pure Romance corporate office reserves the right to terminate a Consultant's eligibility of party leads at its sole discretion.
- Consultants are required to enter all party leads given to them by the corporate office into the MY PARTIES section of their Consultant Online Office or the Pure Romance Mobile APP before the party takes place, as well as, enter in the post party information after the party has taken place.

### Party Survey:

- The corporate office will send out a survey after the confirmed date that was given by the customer.
- You must take the survey within 24 hours of receipt.
- If the party was canceled, that information must be noted in the survey.
- If the party was rescheduled please notify the corporate office so we may send out a new survey after the new date.
- Failure to respond to more than one survey will result in being removed from the lead list for the remainder of the month and following month.
- If difficulties are experienced during completion of the survey the Consultant must contact the corporate office within 24 hours.

## 10.4 Corporate Opportunity Lead Requirements

To become eligible for opportunity leads from the Pure Romance corporate office, you must meet the following requirements:

- Achieve Senior Consultant level or above.
- Reach a minimum of \$5,000 in total personal Retail sales.
- Maintain Good Standing status with the Pure Romance corporate office.
- Attend National Training and regional events that are stipulated as required by the corporate office.



Once these requirements have been met, the Consultant will become eligible to receive opportunity leads in the second week of the following month.

## 10.5 To Maintain Opportunity Lead Eligibility

- Consultant must maintain Senior Consultant or above.
- Consultant must maintain an average personal Retail sales of \$1,200 per month.
- Consultant must attend the following corporate events:
  - National Training
  - World Conference
  - Other regional events (attendance requirements for regional events will be communicated with registration details)

## 10.6 Opportunity Lead Process

- Consultants will be contacted via phone, email, or text message when an opportunity lead is available. Corporate will provide the lead's contact information and a request to accept the lead.
- The Consultant must accept the lead on her Consultant Online Office and contact the lead by phone within 24 hours of receiving the lead.
  - If the Consultant fails to accept the lead within 24 hours it will automatically be sent back to corporate. Leads that are sent back to corporate will be reassigned back to your online office.
  - If the Consultant fails to accept the lead within 24 hours a second time, she will be removed from the lead list for the remainder of the month and the following month
  - If a Consultant is unable to accept the lead on her COO, she must contact the corporate office within 24 hours and notify the leads department.
- Should the Consultant be unable to reach a lead, or the lead is no longer interested, the Consultant should note detailed information in the Notes tab of the contact before closing the lead. Please note that the Decline button on the COO is for corporate use only.
- Should the Consultant happen to encounter a potential Consultant lead who is currently working with another Active Pure Romance Consultant, she must notify the Consultant Relations Department immediately.
- Recipients of opportunity leads may not pass leads onto members of their downline or other Consultants.
- Should the Consultant not be able to service a lead within the required time frame, she must contact the Consultant Relations Department to have the lead reassigned.
- Failure to meet these requirements will result in the Consultant losing opportunity lead eligibility for the remainder of the month and the following month.

### Opportunity Survey:

- Failure to respond to more than one survey will result in being removed from the lead list for the remainder of the month and following month.
- If difficulties are experienced during completion of the survey the Consultant must contact the corporate office within 24 hours.

# 11. MARKETING

---

## 11.1 Use of the Pure Romance Name

Consultants must state "Pure Romance by (insert name)" when advertising and promoting their business. When using Pure Romance's name, you may also state your name followed by "Independent Consultant" (or appropriate level) for Pure Romance. You cannot represent yourself as an employee or agent of Pure Romance. To customize your Pure Romance logo, use the Logo Generator located on the Consultant Online Office.

## 11.2 Use of Pure Romance Logos, Copyright, and Trademarks

- The Pure Romance name, various trademarks and logos have been registered in the United States. The catalog, invitations, newsletters, opportunity material, website material or anything developed by the company or bearing the copyright symbol ©, trademark symbol ™, or Pure Romance logo or heart icon is not to be used in print, electronic media, or any other media without prior written permission from the Pure Romance corporate office.
- Consultants are prohibited from using the Pure Romance logo or heart icon to advertise or promote their business in conjunction with any other personal business unless the Pure Romance corporate office approves it.

- Pure Romance will only allow the use of its marks, designs, or symbols, or any derivatives thereof, solely for use by a Consultant in the furtherance or operation of her Pure Romance business. Pure Romance will not allow the use of its marks, designs, or symbols, or any derivatives thereof, by any person, including Pure Romance Consultants, in any manner without prior, written permission.
- The content of all corporately-sponsored events is copyrighted material. Consultants may not produce for sale or distribution any recorded Company events and speeches without written permission from Pure Romance, nor may Consultants reproduce for sale or for personal use any recordings of corporately-produced audio or video presentations.

### 11.3 Corporate-Approved Business Supplies and Vendors

- Consultants are required to purchase Business Supplies including business cards, catalogs, name badges, order forms, branded apparel, brochures, etc. directly from Pure Romance or a corporate-approved vendor.
- Products or services using the Pure Romance logo are allowed on a by-permission basis. The developer of these products or services may be required to pay a licensing fee, a percentage of profits, or some other remuneration for the benefit of using the Pure Romance name to promote a separate business.
- Consultants cannot make their own clothing or promotional items (buttons, pins, etc.) with a Pure Romance logo without corporate approval. Promotional items with the Pure Romance logo are available through the Consultant Online Office and may not be purchased through any other vendor without prior approval from the Pure Romance corporate office.
- Pure Romance takes the position that sometimes Consultants find products or services Pure Romance is not currently pursuing or likely to pursue in the near future that would be beneficial to their business. Therefore, Pure Romance is open to others offering these services that might be beneficial to some Consultants.
- Pure Romance reserves the right to withdraw permission for use of its name and logo from these services or the marketing of these products at any time. Consultants are strongly encouraged to contact Pure Romance before they invest time and money in a product or service that Pure Romance may deem to be counter to its interests, its Consultants' interests as a whole, or damaging to its trademarks.
- For corporate approval or questions, please send all requests to [marketing@pureromance.com](mailto:marketing@pureromance.com).

### 11.4 Flyers and Print Ads

- Pre-approved marketing flyers are posted on the Consultant Online Office and include a customizable area for the Consultant's contact information. If any creative information is added to the customizable area besides contact information, the Pure Romance corporate office must approve the copy.
- If a Consultant chooses to create her own print ads or flyers, she must contact the Pure Romance corporate office for prior approval.
- All ads and flyers must have either the corporate website address ([pureromance.com](http://pureromance.com)), your official Pure Romance personal website ([www.yourname.pureromance.com](http://www.yourname.pureromance.com)), or the main corporate office telephone number (866-ROMANCE) listed.
- For corporate approval, please send all requests to [marketing@pureromance.com](mailto:marketing@pureromance.com).
- Images from the corporate website cannot be used in any way, shape, or form. They are solely the property of Pure Romance. This does not include images that are used as a part of the pre-approved marketing flyers.

### 11.5 Car Decals or Advertisement Wraps

- Consultants wishing to have a car decal created (other than what is offered by the corporate office) to promote their business require approval from the corporate office. The design must include the corporate website address or telephone number on the decal unless the Consultant's personal website address is listed.
- For corporate approval, please send all requests to [marketing@pureromance.com](mailto:marketing@pureromance.com).

### 11.6 Radio, Television, Interviews, or Publicity

- Corporate approval must be obtained by the Public Relations Department before contributing to any media interviews, articles, or other publicity.
- You may not broadcast, mention, or display the Pure Romance name, logo, trademarks, or product names in any way on the radio, local, or national television networks, or cable television networks no matter how limited the range without approval from the corporate office.
- It is not permissible to sell, advertise, or promote Pure Romance products on the radio or television without approval from the corporate office.
- For corporate approval, please send all requests to [marketing@pureromance.com](mailto:marketing@pureromance.com).

## 11.7 Press Releases

- If you would like to submit a press release to a local publication, you may only do so if you are attempting to publicize a recent promotion or achievement within the company (i.e., President's Club, Board of Directors, Sr. Board of Directors, winning an incentive trip, etc.).
- All other instances must be submitted for approval.
- For corporate approval, please send all requests to [marketing@pureromance.com](mailto:marketing@pureromance.com).

## 11.8 Participating in Corporate-Sponsored Promotional Events

- Consultants must be in Good Standing status and will be selected by the Pure Romance corporate office.
- Consultants who fail to attend a promotion they have previously committed to will have corporate party and/or opportunity lead eligibility revoked and will also not be asked to participate in future promotions.
- If a Consultant is unable to attend a scheduled event, it is her responsibility to notify the Marketing Department 48 hours prior to the event.
- The Consultant is required to provide any giveaways for raffles.
- The Consultant must provide ballots and ballot box for giveaways.
- The Consultant must provide the following items to the Pure Romance corporate office Marketing Department within two business days of the event:
  - Totals for the event including but not limited to: bookings, party leads, opportunity leads.
  - Pictures of the event
  - Tracking number of all items returned to corporate (if applicable).

## 11.9 Participating in Non-Corporate-Sponsored Promotional Events

- Consultants must enter into the Consultant Online Office all trade shows, expos, open houses, and other events designed to promote a Consultant's Pure Romance business that are not traditional parties. To enter an event, go to the Events tab of the Consultant Online Office.
- Consultants may place a deposit or secure a contract to ensure a place in an event prior to requesting corporate approval, provided they speak to the vendor or event coordinator to make sure there is no other Pure Romance Consultant working at the event.
- Any events that meet any of the following criteria will be flagged for review and require written approval from the corporate office:
  - The event will be covered by news media.
  - The event has more than 1,000 attendees expected.
  - Another Consultant has entered an event in the same ZIP code on the same day.

All policies below that refer to event approval apply only to events that meet these criteria.

- The event approval process has been created to prevent more than one Pure Romance Consultant from working an event or promotion and to allow for fair distribution of local events.
- Approval is at the discretion of the corporate office.
- A Consultant may not have approval for more than three events at once.
- A Consultant who contracts with a vendor to participate in an event but does not obtain approval from the corporate office may be asked to release or transfer her spot to an approved Consultant. Failure to do so is grounds for a written warning on first offense and termination on second offense.
- Consultants must enter an event at least seven business days prior to the event.
- If two or more Consultants request to participate in the same event, it will be the Pure Romance corporate office's discretion to determine the Consultant who will be authorized to participate. Some of the key factors that will be considered include:
  - Number of events approved per Consultant each year (so as not to allow any Consultant to monopolize all events in a market)
  - Personal Retail sales
  - Sponsorship
  - Group Sales

- Board of Directors or President's Club status
  - Corporate support
- The corporate office reserves the right to select a Consultant to oversee an event should two or more Consultants ask for approval to work the same event.
- The Consultant will incur the entire cost of the event.
- The corporate office reserves the right to represent Pure Romance in an official capacity at any event, at any time. Corporate presence at an event will supersede any individual Consultant or Consultant group at the event. If this occurs, the corporate office will assume the event costs.
- Consultants are only allowed approval for events during the current year. Approvals for events in the following year will be approved up to one year of the show or on a case-by-case basis.
- Should a Consultant miss her deadline to secure space at the event, she must re-apply for approval with the corporate office. Meaning, if a Consultant applies for approval but does not supply the appropriate deposit to the event provider, she cannot block another Consultant from asking for approval for the event. The Consultant must resolve any issues within 72 hours of the vendor deadlines. If this is not done, the corporate office may elect to provide an alternate Consultant with approval.
- The Consultant must be in Good Standing status. The number of party complaints will also be reviewed upon each request. Approval is at the discretion of the corporate office.
- Event locations are subject to review by the Pure Romance corporate office. Consultants may be given approval to hold events for certain locations with specific instructions on how to conduct the event. These will be reviewed on a case-by-case basis.
- If a portion of the proceeds are being donated to a charitable organization, donations must be submitted within seven to ten business days of the event.
- A Consultant who does not have approval to work an event and who is not working with a Consultant who has approval is strictly prohibited from soliciting business at the event. This includes passing out business cards or other marketing materials.

## 11.10 Event Insurance

- Pure Romance does not provide event insurance coverage for any non-corporate-sponsored event.
- Consultants are responsible for securing their own insurance should an event require it.
- Individual event insurance can be acquired through:
  - A Consultant's homeowner's or renter's insurance provider.
  - Purchasing short-term insurance with the event coordinator.
  - Contacting CAI Insurance Agency at 877-421-9442.

## 11.11 Displaying Product at Promotional Events

- Only foreplay items, massage and bath products, lubricants, and apparel can be displayed when participating in trade shows, bridal shows, women's expos, etc. Phallic-shaped items are prohibited from being displayed.
- Silver Bullets and other non-phallic-shaped products are occasionally an exception at nightclub promotions, but only with approval from venue management and the Pure Romance corporate office.
- Materials given out at any promotion should be mild in nature. If the show director permits, the Consultant can supply a complete catalog sealed in an envelope at a customer's request (the recipient must be over the age of 18).

## 11.12 Selling Product at Promotional Events

- The focus of promotional events should be booking parties and offering the business opportunity, not selling product. However, if a visitor to a promotional event requests to purchase an item approved for display, the Consultant is permitted to sell it.
- No bedroom accessories, phallic-shaped products, or items that use batteries may be sold at trade shows or promotional events without corporate approval.
- Consultants are permitted to fill out order forms and ship product to the customer after the event.
- Selling product at flea markets, garage sales, or Retail stores is strictly prohibited. Consultants may not set up booths at flea markets, because of the customers' expectation that they will have product for sale.

### 11.13 Open House

- A Pure Romance open house is an optional event that Consultants can use to sell product to their clients, introduce their business to a large group of people, or when a co-ed environment is appropriate. An open house is not a traditional Pure Romance party and are held only on rare occasions (for most Consultants once or twice a year at the most).
- At a Pure Romance open house, Consultants are welcome to invite any guests over the age of 18, male or female.
- Consultants may NOT hold a presentation or play games during an open house. Product demonstrations are not presented to the group.
- Consultants may sell products to customers during open house.
- There must be a confidential shopping room available at an open house. Men may purchase product in the shopping room.
- To protect the brand integrity of Pure Romance, only foreplay items, massage and bath products, lubricants, and apparel may be displayed on your table. Phallic-shaped items should not be displayed.
- If a customer asks to see a phallic-shaped product, you may allow them to discreetly see and touch the item, but demonstration cannot be provided.
- Regular catalogs may be displayed as long as a visible sign mentions that the catalog contains explicit material.
- Consultants may designate an open house guest to receive 10% of the open house sales in Free Product
- All open houses must be logged in the Consultant Online Office under the Events tab.
- On occasion, a Consultant may arrive at a party and discover that men are present among the guests. Rather than canceling the event entirely, she can offer to provide an open house. However, she must notify the Consultant Relations Department within one business day of the event.
- The open house approach is not designed to circumvent the guideline of no men at parties. Using open houses as the primary tool for promoting a Pure Romance business and selling product is in violation of the Consultant Agreement.

### 11.14 Solicitation

- Consultants must comply with the numerous federal and state laws and regulations applicable to unsolicited telephone or fax solicitations. These include, but are not limited to, compliance with Federal Communications Commission's (FCC) and the Federal Trade Commission's (FTC) "do not call" rules. In many cases, state laws are more restrictive than federal law.
- Independent Consultants are not authorized to engage in telemarketing activities or partake in the use of automatic calling devices.
- If a Consultant decides to engage in any type of telephone or fax solicitation, it is your responsibility to consult with an attorney who is knowledgeable about this area of law and familiarize yourself with applicable federal law and the laws of any state in which you conduct business. Pure Romance cannot provide you legal advice.
- When leaving your Pure Romance business cards at an establishment, you must get prior approval from management. Leaving business cards or other promotional materials in some areas is clearly inappropriate, as there may be minors present.
- Consultants are strictly prohibited from soliciting their Pure Romance business at events in which another Consultant is working. You must receive corporate approval prior to marketing your business at a public event or trade show.

### 11.15 Sponsorships

- The Pure Romance corporate office receives an overwhelming amount of requests for sponsorships and/or charitable support. Although philanthropic participation is a major focus for Pure Romance, it would be impossible to honor every request, and each is considered on a case-by-case basis.
- Requests for Pure Romance sponsorships must be emailed to [marketing@pureromance.com](mailto:marketing@pureromance.com).

## 12. BUSINESS RELATIONSHIP & STATUS CHANGES

---

### 12.1 Territories

There are no restrictions on the location of a Pure Romance Consultant's territory. A Consultant may sell, sponsor, train, and build her business anywhere within the United States and its territories.

## 12.2 One Business per Consultant

You may only have ownership of one Pure Romance business. There may be two or more Pure Romance businesses per immediate household so long as the following criteria are satisfied:

- No one under the age of 18 may be a Pure Romance Consultant.
- The other Pure Romance business must be a bona fide independent business that is operated by the person listed on the Pure Romance Consultant Agreement and Enrollment Form and not by the other Pure Romance Consultant in the household.
- Each Consultant must have a separate Pure Romance Consultant Agreement and Enrollment Form.

## 12.3 Sale, Assignment, or Transfer of a Pure Romance Business

Each Consultant's business relationship with Pure Romance is an individual relationship. Therefore, you may not sell, assign, or otherwise transfer a Pure Romance business to any third party.

## 12.4 Confidential Information

All Pure Romance Consultants' downlines, group lists, or reports are confidential, proprietary information of Pure Romance and constitute a business trade secret belonging to Pure Romance. Downline information is provided to Consultants in the strictest confidence and is made available to Consultants for the sole purpose of supporting and developing their Pure Romance business. Consultants should use their downline information to manage, motivate, and train their Consultants. Every Pure Romance Consultant who is provided such information must treat it as confidential and take care to maintain its secrecy and to refrain from making any use for purposes other than management of their downline organization.

As a result of your position as a Pure Romance Consultant, you will have access to confidential information that you acknowledge to be proprietary, highly sensitive, and valuable to Pure Romance. This information is being made available to you solely and exclusively for purposes of furthering the sales of Pure Romance products, training, and sponsorship of individuals who wish to become Pure Romance Consultants and to further build and promote your Pure Romance business.

The Consultant agrees that she shall not, on her own behalf, or on the behalf of any other person, partnership, association, corporation, or other entity:

- Use or disclose to any person, partnership, association, corporation, or other entity any information contained in downline information or report obtained while her Pure Romance agreement is in effect.
- Directly or indirectly disclose the password or other access codes to her downline information or report.
- Use the information to compete with Pure Romance or for any purpose other than to promote Pure Romance.
- Solicit any Consultant or customer of Pure Romance or in any manner attempt to influence or induce any Consultant or customer of Pure Romance to alter her business relationship with Pure Romance.

### Remedies for Disclosure of Confidential Information

You acknowledge that Pure Romance would suffer irreparable harm as a result of any unauthorized disclosure or use of confidential information. Therefore, if you are in breach of the Pure Romance corporate policies and procedures, Pure Romance is entitled to an injunction or temporary restraining order without notice to you. An injunction will restrain any unauthorized disclosure or use of confidential information in addition to any other available remedy, including damages. In any such action, if Pure Romance prevails, you agree that you are to reimburse Pure Romance for its costs and reasonable attorneys' fees incurred in connection with taking the legal action. Consultants waive all bonding requirements otherwise applicable to a temporary restraining order and/or injunction.

## 12.5 Marketing Terms Agreement to Be Eligible for Overrides

- Override Bonuses are intended to incentivize those Consultants who are fully committed to the success of their businesses. Being part of Pure Romance's leadership requires effort, energy, and focus, and it entitles Consultants to leadership development information that is considered a trade secret. Therefore, Consultants who wish to take full advantage of the Pure Romance compensation plan must not publicly represent any direct sales or multi-level marketing company other than Pure Romance. A direct sales or multi-level marketing company is defined as any organization that provides compensation for building a downline.
- All Consultants are permitted to purchase products from other direct sales companies for personal use, but Consultants who have signed a Marketing Terms Agreement must not publicly promote themselves as a representative of any other direct sales company.
- Upon promotion to the Sr. Consultant level, Consultants will be required to sign a Marketing Terms Agreement (the "Agreement") within five business days of the advancement. A Consultant who elects not to sign the Agreement is still entitled to all the benefits of selling product, such as Buying Discount and Free Product eligibility. She will be unable to sponsor any new Consultants unless she elects to sign the Agreement. Any new Consultant she sponsors into the business will automatically roll up to her sponsor. Those

Consultants will not be reassigned to her even if she signs the agreement later. In the case of any automatic roll-ups of this type, no Sponsor Bonus will be awarded.

- Any Consultant at the level of Sr. Consultant or above who has signed a Marketing Terms Agreement but then is discovered to be representing another direct sales company will be given five business days to terminate her affiliation with the other company and send the Pure Romance corporate office a copy of her letter of termination. If she does not do so, her entire downline will roll up to her sponsor, and she will drop to the Advanced Consultant level.
- Soliciting other Pure Romance Consultants as a representative of another direct sales company, or on behalf of someone else representing such a company, is grounds for termination of the Consultant Agreement. Solicitation is defined as directly or indirectly inviting someone to join a downline organization of a direct sales company, or encouraging a Consultant to purchase product or services from such a company.
- Pure Romance Consultants may host personal parties or attend their friends' personal parties held through other direct sales companies. In these cases, Consultants may invite other Pure Romance Consultants to attend those parties or the parties of friends without threat of termination.

## 12.6 Re-Enrollment

- An individual who has been Inactive for less than six months can become a Consultant once again by paying a \$99 re-enrollment fee or by purchasing a new kit.
- Consultants who re-enroll must achieve \$200 in Retail sales within 60 days to fully reactivate their account.
- Consultants who pay a re-enrollment fee will begin with a 40% Buying Discount regardless of what their Buying Discount was when they fell Inactive. Consultants who re-enroll via kit purchase will begin with the Buying Discount offered by their new Starter Kit.

### Inactive (more than six months)

- A Consultant who has been Inactive for more than six months must purchase a new kit to re-enroll.
- Buying Discount is determined by the kit purchased.
- Consultants who re-enroll with a Standard Starter Kit must achieve \$200 in Retail sales within 60 days to fully reactivate their account.
- Consultants who re-enroll with a Deluxe or Premium Starter Kit receive automatic Activation and a 45% Buying Discount for as long as they remain Active.
- Re-enrolling Consultants will keep their original Consultant ID and Sponsor provided they have been Inactive for less than three consecutive years. Consultants Inactive for more than three consecutive years will be issued a new Consultant ID and may elect to request a new Sponsor.

## 12.7 Sponsor Changes

- Requests to change Sponsors cannot be honored.
- Even if a Consultant never Activated her first kit purchase, she may not request a new Sponsor unless she has been Inactive for three or more consecutive years.
- If a Consultant is Inactive for less than three years and re-enrolls, she will automatically be reassigned to her original Sponsor or upline. This holds true even if she did not activate her original kit purchase.
- When a Consultant has been Inactive for three or more consecutive years and re-enrolls, she may request to be assigned to a new Sponsor. She will be issued a new Consultant ID. She is treated as a new Consultant and therefore eligible for all the benefits as a new Consultant for her and her Sponsor.
- A Consultant who re-enrolls after three years under a new Sponsor may count toward contests or level advancement when she meets the requirements to become Active.

## 12.8 Level Advancement

Pure Romance recognizes certain levels of performance in personal sales, sponsoring, and team performance. The specific level recognitions are defined and governed as described in the Rewards Book.

- The Pure Romance corporate office updates Consultant Levels at 12:00 a.m. ET on the first day of each month by determining the number of Active Consultants in your downline.
- You can move up levels throughout the month, but you will not drop below the Consultant Level determined on the first of the month.
- You move up levels based on when new Consultants meet the minimum Retail order of \$200.
  - Example: If on October 1 you are a Sr. Consultant with four Active Consultants in your first level downline, and the number of Active Consultants in your downline increases during the month to eight in your first, you will move up to Director Level

for the month of October. The Override Bonus and Free Product issued to you in November will be paid at Director Level, provided you reach the personal Retail sales minimum for the Director Level.

- Should a Consultant drop a level, these changes are made once a month at 12:00 a.m. ET on the first day of each month.

## Roll-ups

If a Consultant fails to remain Active, all of the Consultants in the downline automatically roll up into the downline of the Consultant's Sponsor.

- Roll-ups are not recognized as part of the qualifications in improving a Consultant's level. However, they will be considered toward maintaining minimum requirements to maintain your current Buying Discount and Consultant Level.
- When roll-up and level changes are made, first Consultants are made Inactive, then a Consultant's level is re-determined and adjusted if applicable, then all roll-ups are moved into the correct downline.
- Override Bonuses are paid on Active Consultants that roll up to you.

## Transfer Consultants

- A transfer Consultant is an individual transferring from another company within the direct sales industry. To be eligible to join Pure Romance as a transferring Consultant, the new Consultant must submit a copy of the letter of resignation from her original company and proof of Buying Discount.
  - All transfer Consultants must purchase a kit.
  - A transfer Consultant must meet the minimums to activate her account.
  - Sponsor Bonuses will be paid to the Sponsor when the transferring Consultant purchases a kit.
  - Sponsors will also receive Override Bonuses on transfer Consultants.

## 12.9 Maintaining Downlines

- Should a Consultant fail to meet her monthly personal Retail sales minimum to receive an Override or other bonuses for four consecutive months, she will revert to Advanced Consultant Level and forfeit her downline. Her downline will roll up as if she became an Inactive Consultant, and her Buying Discount will drop to whatever it was at the time of her kit purchase.
- To regain the Buying Discount of a higher-level Consultant, she will once again need to build a new downline.

## 12.10 Leave of Absence

- The Pure Romance corporate office can approve a leave of absence of three months for those Consultants who have a medical condition, military deployment, or family issues that will prevent them from maintaining their Active Status through traditional procedures.
- A Consultant must fill out the leave of absence form, which can be obtained by contacting the Consultant Relations Department, and submit the form to the Pure Romance Consultant Relations Department along with a doctor's note or documentation supporting her request. Please allow 48 hours once the corporate office receives the necessary paperwork to process leave of absence request.
- If a leave of absence is needed for more than three months, a written request for an extension should be submitted to the Pure Romance Consultant Relations Department before the original three months has expired.
- If a leave of absence is required due to active military deployment, the Consultant must submit her deployment documentation containing dates of deployment to the Pure Romance Consultant Relations Department.
- Consultants who are on a leave of absence are not eligible to receive trips, contests, or special incentives. In order to receive Override Bonuses the Consultant on a Leave of Absence must meet the monthly personal Retail sales minimum.
- The Pure Romance corporate office reserves the right to refuse a leave of absence request at its discretion.

## 12.11 Family Expansion Override Allowance

Since Pure Romance Consultants are independent business owners whose commissions are based on the product they sell, most opt to maintain a minimum activity level to keep their income flowing during times of major life changes, such as the birth of a child or adoption. As strong supporters of women in business, Pure Romance acknowledges that during these times, business-as-usual is not always an easy option. Therefore we are pleased to offer the Family Expansion Override Allowance:

- Consultants can request to have their monthly Retail sales minimum required to receive bonuses waived for a period of two calendar months for the birth of a child, or placement of a child for adoption or foster care.
- The Family Expansion Override Allowance waives the monthly Retail Sales minimum required to receive an Override Bonus. Lifestyle



Bonuses that require minimum sponsoring, are not covered by this waiver as well as trips and/or other special incentives offered seasonally.

- Requests must be made within 7 days of the birth or placement of a child.
- Pure Romance will acknowledge an Override Allowance request when the Consultant herself is giving birth or her spouse for those in same-sex marriages. For adoption or placement of a foster child, Pure Romance will require that the Consultant be listed as a legal guardian of the child to be eligible for the Family Expansion Override Allowance.
- To request a Family Expansion Override Allowance, Consultants will be required to complete a Family Expansion Override Allowance request form, which can be found on the Consultant Online Office. When submitting the completed form to the corporate office, the Consultant must provide a doctor's confirmation or legal documentation as proof of the circumstances.
- In situations of confidential adoptions or other special circumstances, Consultants may contact the corporate office and request to speak with a member of the Executive staff for help in handling the request.
- Consultants may request one Family Expansion Override Allowance per calendar year.

## 12.12 Terminating Relationship with Pure Romance

- As an Independent Contractor, a Consultant has the right to terminate her affiliation with Pure Romance.
- In order to terminate her relationship, a Consultant must submit a certified Letter of Termination to the Pure Romance corporate office.
- All financial obligations to Pure Romance must be resolved at the time of resignation, or Pure Romance has the right to pursue any and all means to collect any outstanding debts owed.
- A Consultant has no right to claim or collect lost profits, lost opportunities, or other damages.
- A Consultant will lose all benefits as a Pure Romance Consultant.
- All Starter Kit purchases are final sale. Pure Romance will honor all state laws for Montana. Consultants residing in Montana may cancel their Consultants Agreement, without penalty or obligation, for a full refund within 15 days of their enrollment date. Should a Consultant residing in Montana cancel her agreement within the 15-day grace period any payments made by her under the agreement will be returned in full and in a timely fashion upon inspection of the returned kit, which must be in original packaging and in re-sellable condition. Should the end of the 15-day grace period fall on the weekend, notification and confirmation must occur before the end of the next normal business day. The Consultant is responsible for payment of the shipping cost required to return the kit to the corporate office. Cancellation of the Consultant's Agreement must be made in writing to the corporate office based on Eastern Time ET to [consultantrelations@pureromance.com](mailto:consultantrelations@pureromance.com). Requests made after 15 days from the enrollment date will not be honored and will be considered final sale. The corporate office will confirm receipt and supply a RMA # that must be included on the outside of the package. Packages arriving without an RMA will be returned to the shipper. Consultants who opt to terminate their agreement during this grace period will not be allowed to rejoin Pure Romance in the future. Any bonuses paid or cost of prizes awarded because of the original kit purchase and any indebtedness the Consultant owes Pure Romance will be deducted from the refund amount.

## 12.13 Investigation Period When Considering Terminating Relationship with Consultant

- The Pure Romance corporate office can terminate the relationship with a Consultant as explained in the Consultant Agreement. The following provides examples of instances the corporate office would elect to terminate a relationship with a Consultant, but is not limited to:
  - A Consultant has violated any provisions of her Agreement, including the provisions of the policies and procedures set forth in this Incentive Requirements Guide and the Consultant Agreement in its current form, which may be amended at Pure Romance's sole discretion.
  - The Consultant has violated any laws, regulations, or standards of fair dealing.
  - The Consultant has not conducted herself in keeping with the brand image of Pure Romance.
  - Unresolved Customer complaints.
  - Fraud or unethical business practices.
- This can be for the amount of time the Pure Romance corporate office is investigating any conduct allegedly violating the Consultant Agreement or a sanctioned amount of time as defined by the Pure Romance corporate office.

## 12.14 Termination of Agreement

Termination of a relationship with Pure Romance will result in the following:

- Termination of the Consultant's Agreement and Pure Romance business.
- Loss of party leads or opportunity leads.
- Loss of Good Standing status.
- Charging a Consultant for Party Complaint orders shipped out to her customer from the Pure Romance corporate office.
- Any other measure expressly allowed within any provision of the Consultant Agreement or that which Pure Romance deems appropriate to equitably resolve injuries caused partially or exclusively by the Consultant's policy violation or contractual breach.
- In situations deemed appropriate, the Pure Romance corporate office may institute legal proceeding for monetary and/or equitable relief.
- Either the Consultant or Pure Romance may terminate this Agreement upon fourteen (14) days advance written notice.
- Terminated Consultants may not re-enroll as a Consultant at any time.

## 13. REPORTING POLICY VIOLATIONS

---

### Overview

If a Consultant observes a violation by another Consultant, she should submit a written description of the violation directly to the Consultant Relations Department. Details should include dates, number of occurrences, persons involved, and any supporting documentation.

## 14. PARTY COMPLAINTS

---

### Overview

- If the corporate office receives a party complaint or inquiry regarding an unresolved issue with a customer, a Consultant Relations Department Representative will notify the Consultant via phone and email. The corporate office resolves all customer complaints within 24 hours.
- The Consultant Relations Department will attempt to contact the Consultant to resolve the situation. If the Consultant does not respond within 24 hours, the corporate office will resolve the complaint.
- If a customer's backordered products are sent out on a Consultant's behalf, the account will be charged the FULL Retail value of the products, including the shipping and handling cost. The Consultant will not receive the Buying Discount off of the cost of products sent to customers, so it is in the best interest of the Consultant to directly resolve complaints received from customers.
- Amounts owed by a Consultant will be deducted from bonuses, Overrides, and/or credit on file.
- If the Pure Romance corporate office has to ship items to a customer, the charges will be deducted from the credit on file account. If there is an inadequate amount of credit on file account to cover these charges, the balance due will be added to her account. A balance due will remain on the Consultant's account and ordering rights will be restricted until the balance is paid in full.
- To avoid delivery issues with customers, it is recommended to always require a signature confirmation for packages you ship to show proof of delivery (signature on receipt).
- In the event receipt is disputed and there is no signature proof of delivery, the Consultant will be asked to re-send the product to the customer. If a delivery confirmation can be provided, the corporate office will allow the Consultant to resolve the situation with the customer.
- In cases of severe fraud or unethical business practices, the corporate office will terminate the relationship with the Consultant.
- In order to regain Good Standing status and the benefits that are achieved with this status, a Consultant will be expected to operate without additional customer or Consultant complaints.
- Continued complaints may result in the relationship being terminated by Pure Romance.
- A Consultant receiving five party complaints, or the total retail value of complaints is greater than \$250, will be placed on 90-day probation. If an additional complaint is received during the probationary period, the Consultant may be terminated.
- A Consultant receiving party complaints with a total retail value greater than \$500 will result in immediate termination.
- All party complaint rules are subject to corporate discretion.

## 15. GRIEVANCES AND COMPLAINTS

---

### Overview

To report grievances and complaints with another Consultant regarding any practice or conduct in relationship with her respective Pure Romance businesses, the Consultant should contact the offending Consultant's Sponsor or upline.

If the issue is not resolved, it must be reported in writing to the Consultant Relations Department. Pure Romance will not mediate any personal grievances or complaints.

## 16. PERSONAL INCOME TAX REQUIREMENTS

---

### 16.1 Social Security or Tax ID Number Required

In order for Pure Romance to comply with IRS regulations, we must have a Social Security Number or Federal Tax ID Number to provide the required 1099 reporting. This information is held in the strictest confidence and used only to comply with governing laws and for protection of your Pure Romance business.

### 16.2 1099

A Pure Romance Consultant is considered an Independent Contractor and not an employee of Pure Romance, and therefore the corporate office does not issue a W-2 form.

Pure Romance is required by federal law to report to the IRS and to send you a 1099 form when you:

- Purchase in excess of \$5,000 at wholesale prices (which is defined as Retail minus your Buying Discount).
- Received any trips, gifts, prizes, awards or Override Bonuses with a value total in excess of \$600 during the calendar year.

### 16.3 Federal Law for 1099s

- 1099 forms will be mailed to eligible Consultants no later than January 31st each year.
- Consultants must report income or loss to the federal government whether or not they meet the above parameters.
- Pure Romance cannot supply a breakdown of profits for the year.

## 17. PURE ROMANCE INTERNATIONAL

---

### 17.1 International Eligibility

The contests and qualifications detailed in this guide are applicable to Consultants registered with Pure Romance, LLC within the United States and Pure Romance (Puerto Rico), LLC within Puerto Rico. Consultants registered in other countries should review the guide for that specific country.

### 17.3 APO and FPO Residents of Countries Not Supported By Pure Romance

Individuals living on an APO, FPO or other based supported by the United States Government in countries not currently supported by Pure Romance, may become a Consultant provided they have product delivered to the base address. Pure Romance cannot ship products to an individuals that resides outside of base.

## 18. PATTY BRISBEN FOUNDATION FOR WOMEN'S SEXUAL HEALTH

---

### Hosting an Event

The Patty Brisben Foundation for Women's Sexual Health thanks you for your interest in planning and hosting an awareness and/or fundraising event. We truly appreciate your efforts to further the mission of the Foundation: To enhance women's sexual health and well-being through research and education. As you begin to develop your event plan, we ask that you provide as much information to us as possible prior to your fundraising event. This both maximizes your success and maintains the integrity of the Patty Brisben Foundation for Women's Sexual Health. Plans for your fundraising event must be reviewed and approved by the Patty Brisben Foundation for Women's Sexual Health at least eight

weeks prior to announcement and distribution of promotional materials. To request approval for your fundraising activity, please contact the Foundation directly at [info@pattybrisbenfoundation.org](mailto:info@pattybrisbenfoundation.org) or 513.697.5934.

Third-party fundraisers and special events are neither coordinated by nor the responsibility of the Patty Brisben Foundation for Women's Sexual Health. Because the Patty Brisben Foundation is not in a position to supervise each and every event, it cannot take responsibility or assume liability for any third-party fundraiser or special event.