

A woman in a white lab coat is looking down at a tablet device. The background is a composite image of a city skyline, with a golden glow on the left side and a greyish tone on the right. The woman's face is partially obscured by a white rectangular box containing the brand name.

LIVICON®

*commission /  
/ plan*

# WELCOME TO LIVIOON WORLD !

We would like to congratulate you on making a decision to cooperate with the Livioon brand. This brochure will introduce you to our unique Marketing Plan, along with step-by-step guidelines on how to build your sales structure to maximize your profits. Your commitment, time and effort will be rewarded through higher income and professional success. As more you help your consultants in the team to increase their results, the easier it will be to manage their own and yours success.

## **Remember! The possibilities are endless!**

The Livioon marketing plan is one of the most dynamic and effective marketing plans available in the MLM industry. From the first day you start working with Livioon, you have the opportunity to earn money. Regardless of whether your goal is to buy for yourself, or create a customer base or network of independent consultants, the Livioon marketing Plan gives you these benefits. It includes profit in the form of sales commissions: margin, commissions, the Dream Car Program and the Palm Expedition. Use the marketing plan to arrange your success! This will allow you to not only get the benefits of your professional development, but also open the way to its planning.

Our plan has been designed to present goals that you can achieve at every stage of your adventure with Livioon.

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# ABOUT LIVIOON

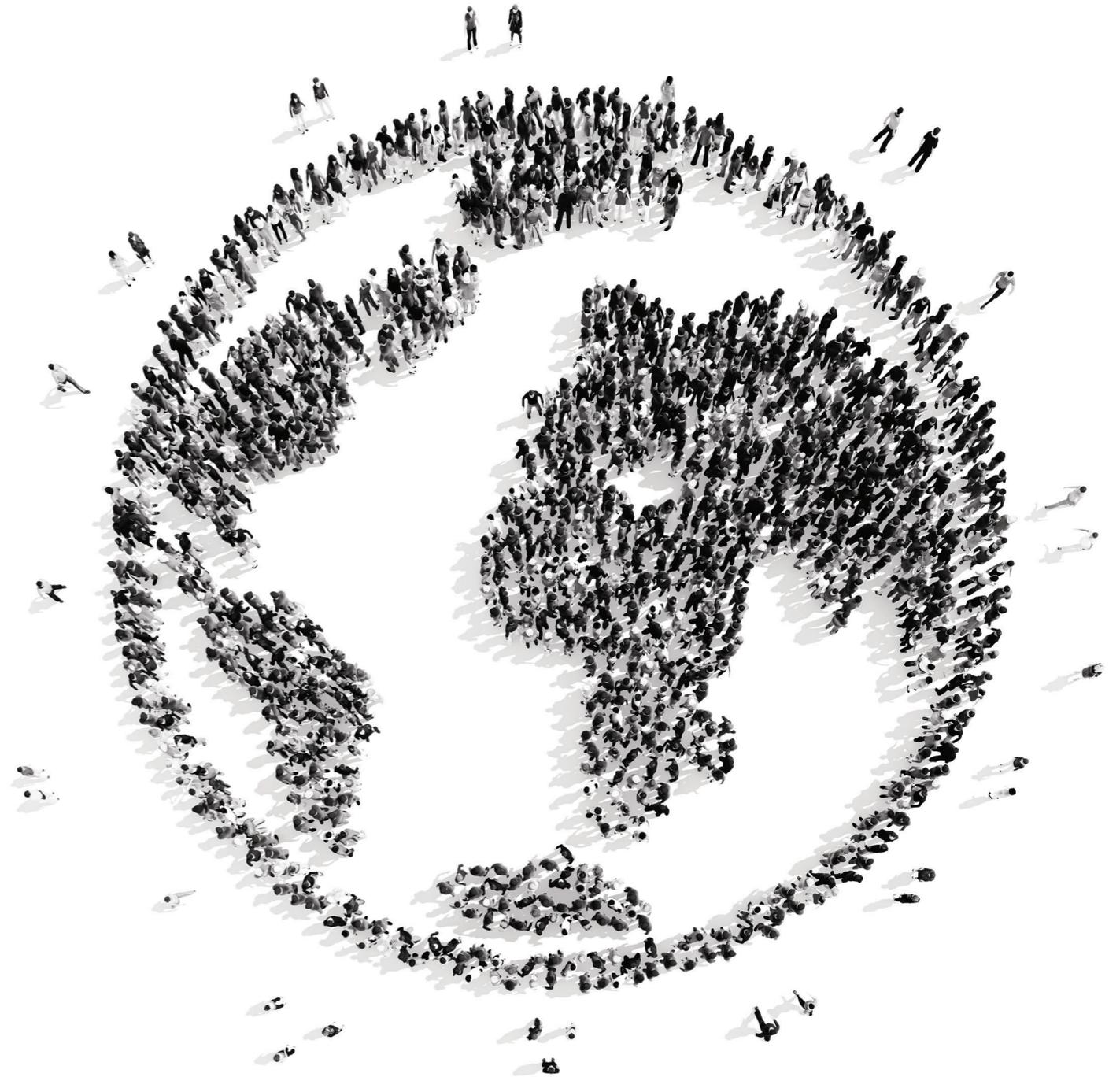
2014 – that is when Livioon was established. From the very beginning, we have been committed to creating top-quality products: exclusive perfumes, natural face and body care products, hair products, dietary supplements, and home supplies. We value modernity. Since our establishment, we have been loyal to the belief that the most comprehensive yet still safe and skin-friendly care is provided by cosmetics based on natural active ingredients. Today, our offer consists of nearly 150 unique products.

## **Livioon's professional product lines include:**

- *Perfume Collection* – Perfumes
- *Beauty Care Collection* - Skin care products
- *Hair Architect Collection* - Hair care products
- *Health Boost Food Supplements Collection* - Dietary supplements
- *Simply Home* - cleaning products and liquid laundry detergents

## **What else are we proud of?**

Our consistent growth and quickly expanding group of satisfied Customers. This is a result of systematic improvement, meeting the market's expectations and our perfect offer. We are proud to be able to stay ahead of trends and respond to the market's needs, and that our products are enjoyed by the Customers.



# OUR STORY

From the combination of LIFE - life, and OO - infinity, the word LIVIOON was born, which means an endless life. It is a reflection of the desire to consciously and responsibly shape your relationship with the world and other people. Thanks to the possibility of conscious selection of high quality products, our skin receives a wonderful injection of minerals and vitamins. We Then have the certainty that we use products specially made for our demanding complexion - dermatologically tested and providing adequate protection.

Combining top product quality with innovative business opportunities makes Livioon one of the most vibrant companies in the network marketing sector in Poland and across Europe.

**From an initial business idea to a strong brand - welcome to the history behind exclusive beauty products that have won the hearts of thousands.**

Twenty five years of experience, combined with audacity and product excellence, hold the key to our international success: a new brand made in the EU in response to the dynamic growth of the sales and manufacturing sector.

## **Quality above all.**

Our success rests on two pillars: business partnership and product excellence. Our priority is to deliver top-quality cosmetics to meet the needs and demands all customers. We are committed to the best environmental practices and constantly enhance the quality of our products.

## **Stable growth and dynamic expansion.**

Simple in theory, the business concept took two years to prosper. Every product was subject to an objective assessment process and meticulously developed to ensure top quality. Trials

conducted with several hundred people under the watchful eye of independent experts allowed us to create a range of perfumes guaranteed to satisfy even the most discerning customers. It wasn't before we had made sure our products met the most exacting quality standards that Livioon was started.

The company was officially launched on 1 June 2014 and can be said to have been born under a lucky star. Indeed, our first years proved very successful. Right from the get-go, our sales results reflected what our customers had known all along: that excellent quality can easily go hand in hand with affordable price. Livioon has managed to maintain a stable and steady growth and continues to attract new Partners. What else could we hope for?

Perhaps a further expansion into European markets and beyond, because good products need to be shared with others. It won't be long before new countries get the chance to discover the smell of success with Livioon!



# OUR STRATEGY

Our values are the compass of our actions and define the way we work. In the coming years, we aim to consolidate our achievements thus far and ensure the steady future growth of the company. Our focus includes:

- **A global perspective.**
- **Readiness to follow the market and respond to consumer needs.**
- **Top quality as a reasonable price.**



# MISSION & VISION

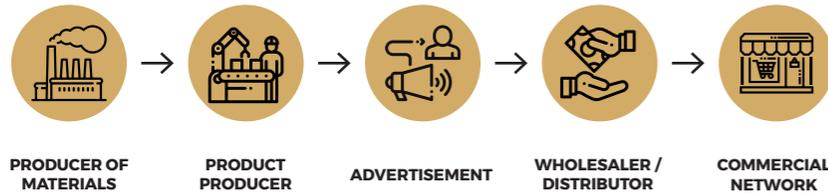
Our mission underlies everything we do. It determines our objectives and serves as a point of reference for all our actions and decisions.

- **We strive to change lives by delivering top-quality products that can be shared with others.**
- **We bet on innovation: our products are always created in close cooperation with experts in cosmetology and dermatology.**
- **We strive to ensure financial freedom through a flexible work schedule.**
- **We invest in people - we appreciate and support their commitment and passion, helping to develop by provide training and incentive programs. Because the development of our people will ensure the good future of our company.**

Our goal is to bring people together and improve the quality of their lives through a staunch commitment to customer focus and the delivery of luxury every day. People are our priority: we care about our Business Partners and Leaders, as well as hundreds of thousands of customers in Poland and beyond. Our product range is under constant development and we continually strive to boost the quality of our services to create the ideal conditions for business growth.

Our vision defines the scope of our activity and guides us as the central element of our commitment to creating a better world where new experiences are generated by innovative products. Our goal is to become the go-to brand for innovative cosmetics. To achieve this objective, we are determined to invest in creativity and expertise and share our values with our partners and customers around the world. Thanks to the passion we invest in the manufacturing process, we are already able to offer the highest quality of products and services. At the same time, we strive to discover new areas of cooperation by investing in lasting values and their constant improvement. At Livioon, we have the passion to take on new challenges and convert them into opportunities.

## TRADITIONAL SALE



The customer pays  
**100,00 EUR**  
for the product

## LIVIOON SALE



The customer pays  
**22,30 EUR**  
for the product

Livioon modern sales system minimizes production costs, shortening the path from production to distribution. Thanks to this solution, customer receives the highest quality product at the best price.

# YOUR DREAMS

**....are closer than you think!**

You will receive support and assistance from us at every stage of your cooperation with Livioon. You will not be bored with us. We appreciate your commitment and that's why we have prepared for you unique incentive programs, various competitions and promotions.

In our offer you will find **motivational programs fits to your needs.**  
**Attractive product promotions** - designed **for you**  
and for **our** regular and loyal customers.



### PRODUCTS

a great opportunity to receive or purchase products specially selected for you. Take advantage of attractive promotions that will help you expand your sales network.



### A CAR OF DREAMS

from 22%! you can participate in the „Dream car” program. Details and conditions of participation you will find in your profile at [www.livioon.com](http://www.livioon.com).



### PALM TREE EXPEDITION

we offer attractive trips, unforgettable moments of resting and interesting training courses for our leaders.



# STEP 1

# INTRODUCTORY

# PHASE

To enter the Livioon sales network you have to register, sign a consultant contract and purchase a Starter Kit. After registration, make your first order as a member.

**The Starter Kit plus the first order is a step towards financial independence. The Starter Kits are described on page 42.**

You can choose the right Starter Kit for yourself - for a full list, check page 42.

The consultant has the opportunity to choose one of the available Starter Kits. Starter Kit with starter is a valuable tool in building your own business. Each distributor presents the company's offer.



# STEP 2 BECOME YOUR OWN FIRST CUSTOMER

Become your own first customer and save money on every purchase: distributors are eligible to buy Livioon products at attractive prices.



## AN EXAMPLE

Catalogue price: **22,30 EUR**  
You pay: **15,90 EUR**

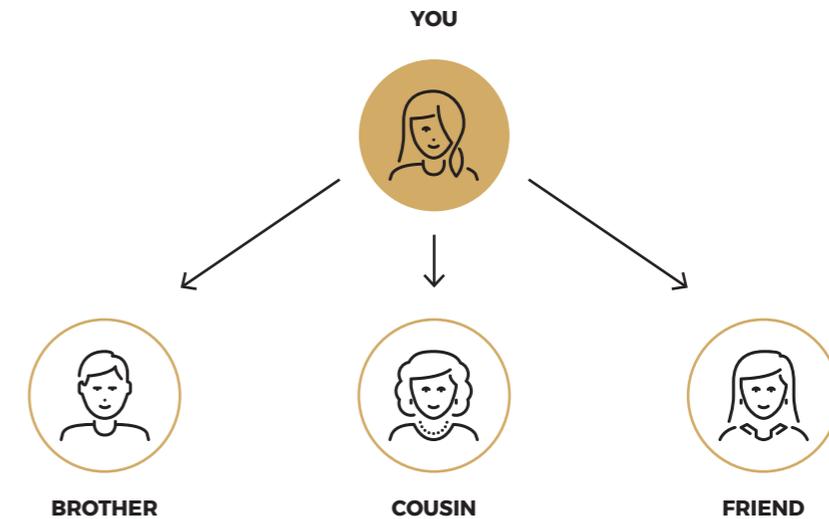
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**You save: 6,40 EUR**



# STEP 3 KEEP SELLING AND EARN MONEY ON YOUR MARGIN

It is now time to share the appreciation of our products with your friends and acquaintances. The margin you earn on every product is your own profit.



## AN EXAMPLE

**You sell a bottle of perfume to three customers for 22.30 EUR**

Catalogue price: **22,30 EUR**  
You pay: **15,90 EUR**

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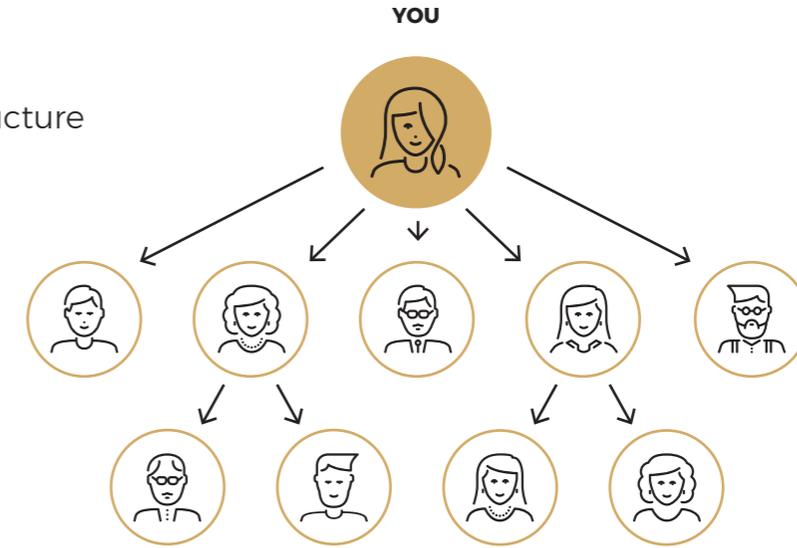
**Your profit:**  
**a margin of 6.40 EUR x 3 customers = 19.20 EUR**

# STEP 4 BECOME A LEADING DISTRIBUTOR!

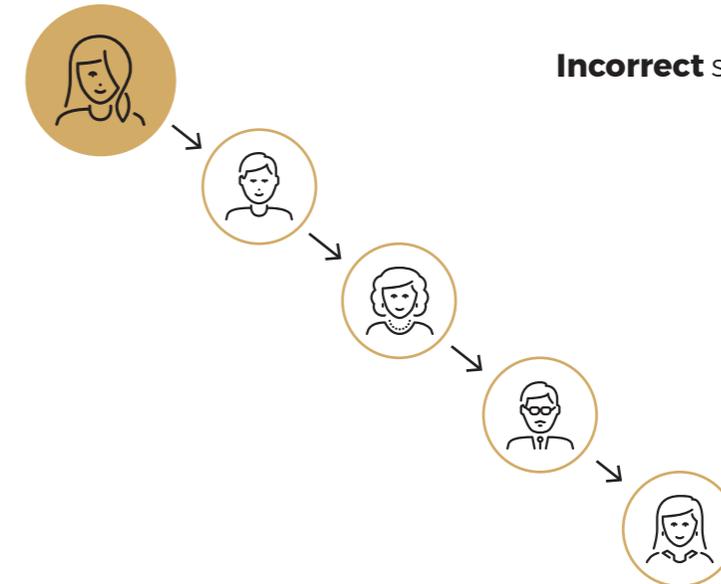
Once you have shared your appreciation for Livioon products with your friends and acquaintances and made a good profit on initial sales, it is time to **build your own sales structure**. It is much easier than you think. We will use a handful of examples to explain the process on the next several pages.

To be effective and bring a steady profit, your sales structure must be built correctly.

**Correct** structure



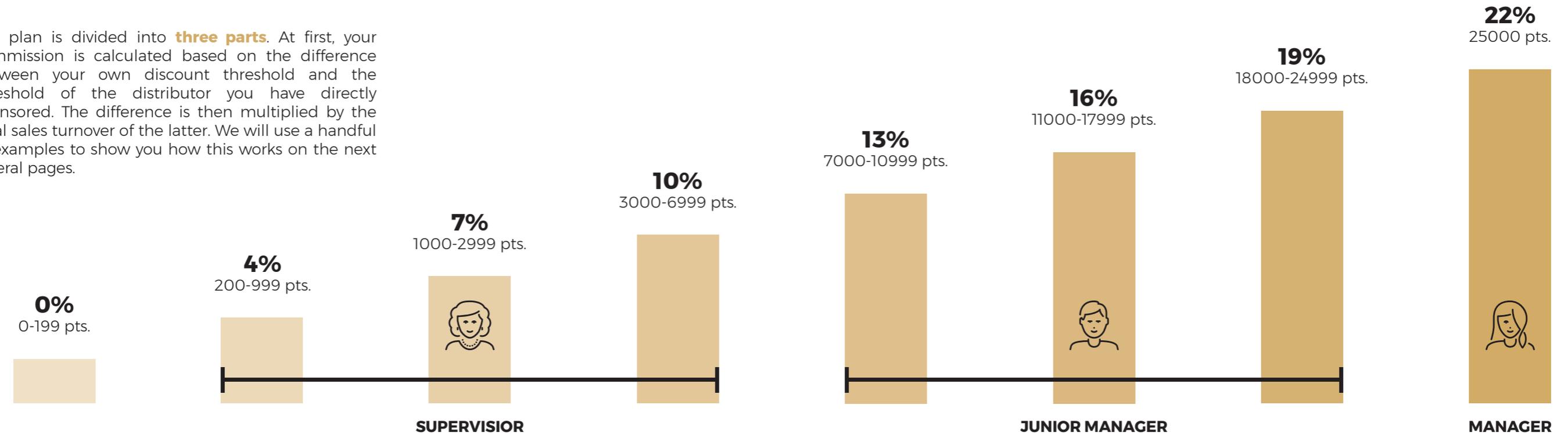
**YOU**



**Incorrect** structure

# THE FIRST PART OF THE MARKETING PLAN

The plan is divided into **three parts**. At first, your commission is calculated based on the difference between your own discount threshold and the threshold of the distributor you have directly sponsored. The difference is then multiplied by the total sales turnover of the latter. We will use a handful of examples to show you how this works on the next several pages.



# EXAMPLE SUPERVISOR ON THE 7% LEVEL

Let us assume your team has achieved a total sales turnover equivalent to 2,900 points. This means you have become eligible for the rank of Supervisor at the 7% level.

**Your commission is now calculated as follows:**

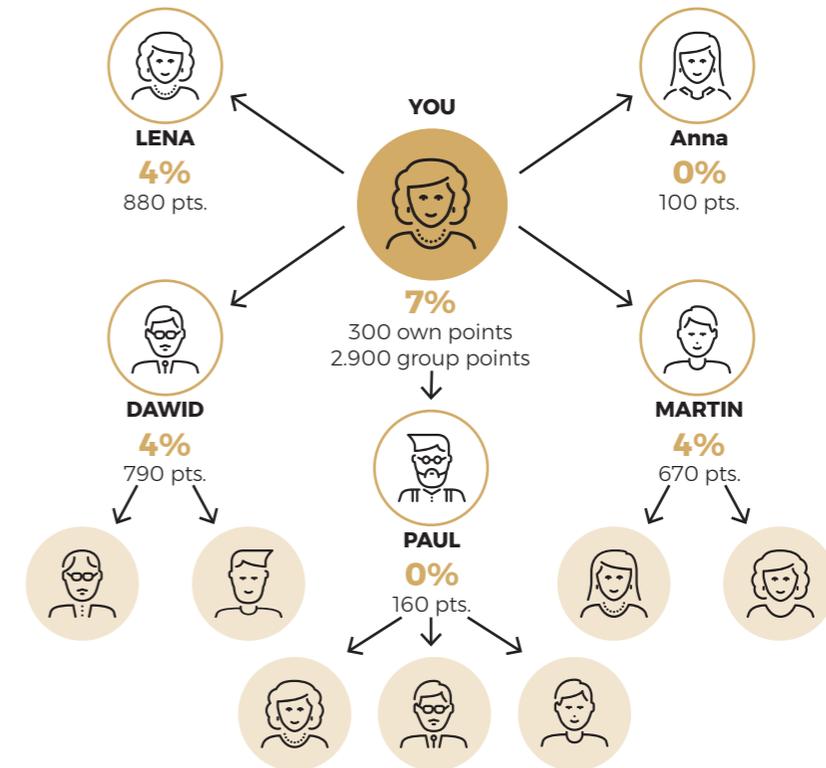
The baseline is the difference between your discount threshold and the threshold of the distributor you have directly sponsored. The value is then multiplied by the total number of points earned by the given group.



## AN EXAMPLE

- Your commission from Lena's group:  $880 \text{ pts} \times 3\% \times 0.25 = 6.60 \text{ EUR}$
- Your commission from Dawid's group:  $790 \text{ pts} \times 3\% \times 0.25 = 5.93 \text{ EUR}$
- Your commission from Paul's group:  $160 \text{ pts} \times 7\% \times 0.25 = 2.80 \text{ EUR}$
- Your commission from Martin's group:  $670 \text{ pts} \times 3\% \times 0.25 = 5.02 \text{ EUR}$
- Your commission from Anna's group:  $100 \text{ pts} \times 7\% \times 0.25 = 1.75 \text{ EUR}$
- Your commission from your own purchases:  $300 \text{ pts} \times 7\% \times 0.25 = 5.25 \text{ EUR}$

**In total, your sales structure gives you a profit of 27.35 EUR**



# EXAMPLE JUNIOR MANAGER AT THE 19% LEVEL

Let us assume your team has achieved a total sales turnover equivalent to 20,000 points. This means you have become eligible for the rank of Junior Manager at the 19% level.

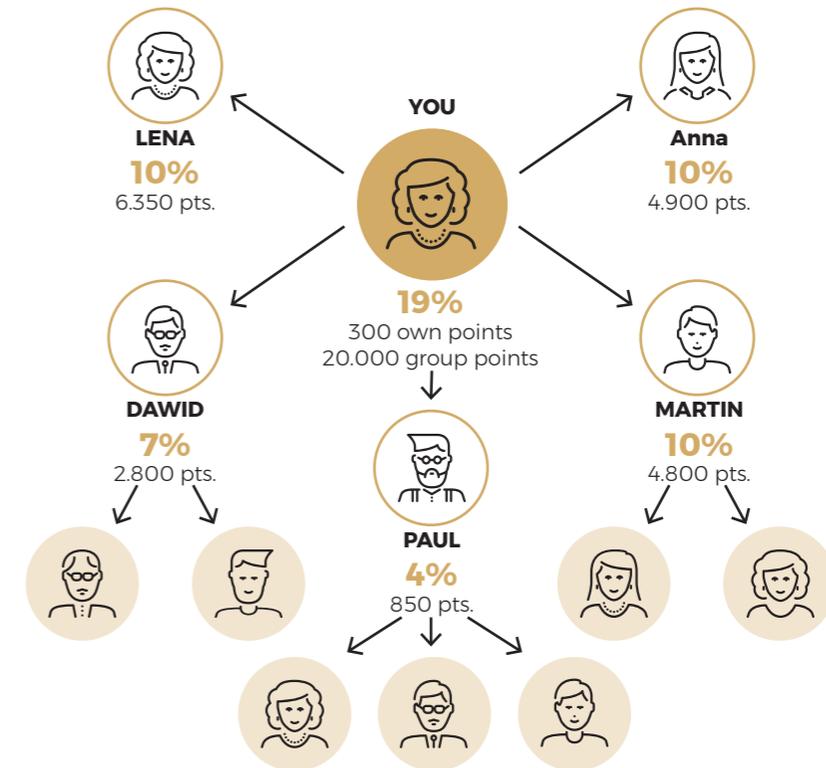
**Your commission is now calculated as follows:**  
The baseline is the difference between your discount threshold and the threshold of the distributor you have directly sponsored. The value is then multiplied by the total number of points earned by the given group.



## AN EXAMPLE

Your commission from Lena's group:  $6,350 \text{ pts} \times 9\% \times 0.25 = 142.87 \text{ EUR}$   
 Your commission from Dawid's group:  $2,800 \text{ pts} \times 12\% \times 0.25 = 84.00 \text{ EUR}$   
 Your commission from Paul's group:  $850 \text{ pts} \times 15\% \times 0.25 = 31.87 \text{ EUR}$   
 Your commission from Martin's group:  $4,800 \text{ pts} \times 9\% \times 0.25 = 108.00 \text{ EUR}$   
 Your commission from Anna's group:  $4,900 \text{ pts} \times 9\% \times 0.25 = 110.25 \text{ EUR}$   
 Your commission from your own purchases:  $300 \text{ pts} \times 19\% \times 0.25 = 14.25$

**In total, your sales structure gives you a profit of 491.24 EUR**



# AN EXAMPLE MANAGER AT THE 22% LEVEL

Let us assume your team has achieved a total sales turnover equivalent to 27,300 points. This means you have become eligible for the rank of Manager at the 22% level.

**Your commission is now calculated as follows:**

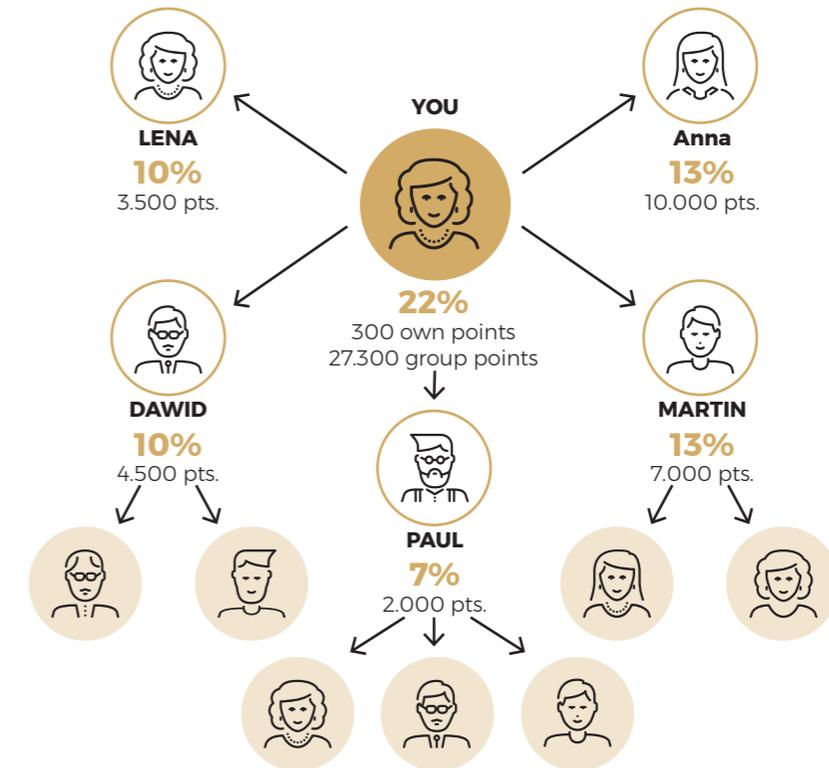
The baseline is the difference between your discount threshold and the threshold of the distributor you have directly sponsored. This value is then multiplied by the total number of points earned by the given group.



## AN EXAMPLE

- Your commission from Lena's group:  $3,500 \text{ pts} \times 12\% \times 0.25 = 105.00 \text{ EUR}$
- Your commission from Dawid's group:  $4,500 \text{ pts} \times 12\% \times 0.25 = 135.00 \text{ EUR}$
- Your commission from Paul's group:  $2,000 \text{ pt} \times 15\% \times 0.25 = 75.00 \text{ EUR}$
- Your commission from Martin's group:  $7,000 \text{ pt} \times 9\% \times 0.25 = 157.50 \text{ EUR}$
- Your commission from Anna's group:  $10,000 \times 9\% \times 0.25 = 225 \text{ EUR}$
- Your commission from your own purchases:  $300 \times 22\% \times 0.25 = 16.50 \text{ EUR}$

**In total, your sales structure gives you a profit of 714.00 EUR**



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# LIVIOON ELITE CLUB

You are now ready to join the Livioon Elite Club. This exclusive international group brings together leading distributors whose hard work has earned them a special position within the company.

In the **second part of the plan**, up to 16% of the total turnover in points is divided among our leaders.

On the next several pages, we will use a handful of examples to explain how your commission is calculated under the new plan.



# LIVIOON ELITE CLUB ELIGIBILITY CRITERIA

## GOLD MANAGER, + 7%

You will obtain the title of Gold Manager if you directly sponsor at least one Manager (22%) and your sales structure generates a total of at least 20,000 points OR you directly sponsor at least two Junior Managers (19%) and your sales structure generates a total of at least 45,000 points.

## DIAMOND MANAGER, +7,5%

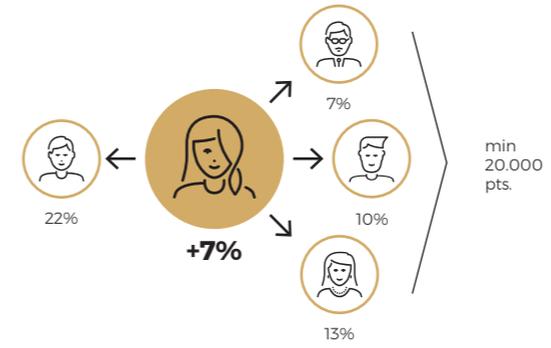
You will obtain the title of Diamond Manager if you directly sponsor at least two Managers (22%) and your sales structure generates a total of at least 20,000 points OR you directly sponsor at least three Junior Managers (19%) and your sales structure generates a total of at least 70,000 points.

## VICE DIRECTOR, +8%

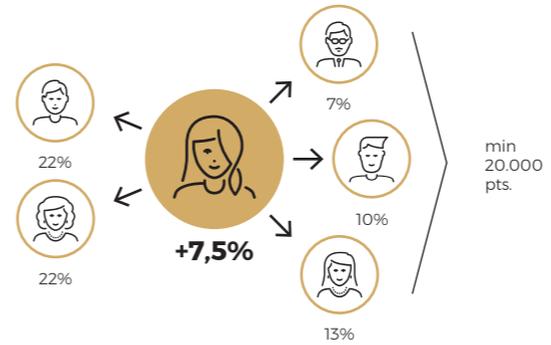
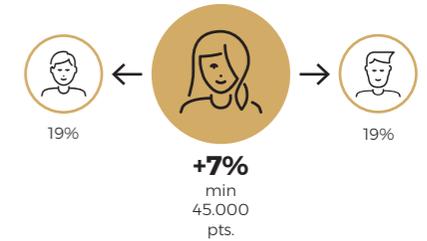
You will obtain the title of Vice Director if you directly sponsor at least one Manager (22%) in each of your five branches OR there is at least one Junior Manager (19%) in each of your seven branches and your sales structure generates a total of at least 145,000 points.

**The VIP BONUS is awarded to members of the Elite Club and the Founders Club.**

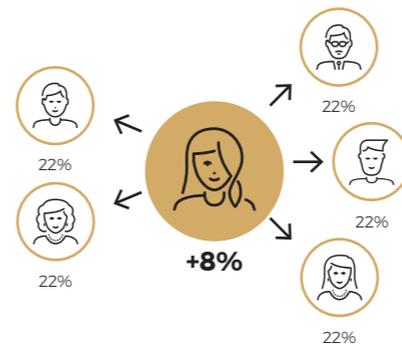
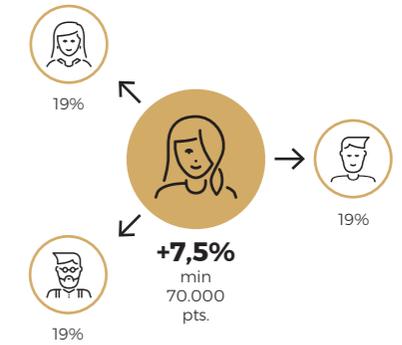
If your sales structure includes Elite or Founders Club-level managers, you will become eligible for an extra VIP BONUS from their own structures. A diagram on page 37 will show you how its amount is calculated. The structure can be divided all the way down to the bottom, which means that you will be awarded a bonus even if someone at the lowest level purchases just one product.



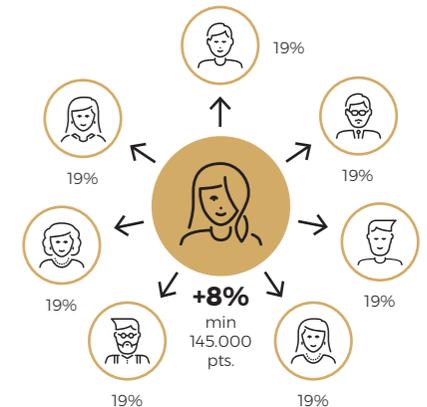
or



or



or



# AN EXAMPLE GOLD MANAGER ON THE + 7% LEVEL

## What does the term +7% mean?

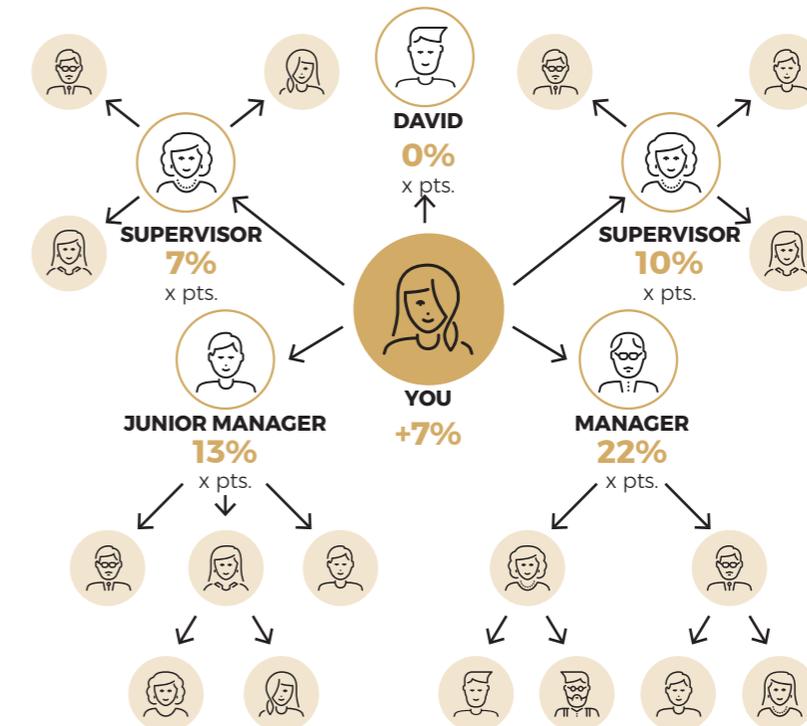
As a Gold Manager, you still operate at the 22% level, but you will receive up to +7% of the total sales turnover of each of your Managers and Junior Managers (19%).

Let us assume your sales structure includes one Manager (22%) and the total number of sales points equals at least 20,000 pts.



## YOUR COMMISSION IS CALCULATED AS FOLLOWS:

- Your commission from the structure of the Supervisor (7%)  
**X points x 15% x 0,25 = your commission**
- Your commission from the structure of David (0%):  
**X points x 22% x 0,25 = your commission**
- Your commission from the structure of the Junior Manager (13%)  
**X points x 9% x 0,25 = your commission**
- Your commission from the structure of the Manager (22%)  
**X points x 7% x 0,25 = your commission**
- Your commission from the structure of the Supervisor (10%)  
**X points x 12% x 0,25 = your commission**
- Your individual commission:  
**X points x 22% x 0,25 = your commission**



# AN EXAMPLE DIAMOND MANAGER ON THE + 7.5% LEVEL

## What does the term '+7,5%' mean?

As a Diamond Manager you still operate at the 22% level, but you will receive up to +7.5 % of the total sales turnover of each of your Managers and 19%-level Junior Managers (19%).

Let us assume your sales structure includes two Managers (22%) and the total number of sales points equals at least 20,000 pts. This makes you eligible for the title of Diamond Manager.



## YOUR COMMISSION IS CALCULATED AS FOLLOWS:

Your commission from the structure of Manager A:

**X points x 7,5% x 0,25 = your commission**

Your commission from the structure of Manager B:

**X points x 7,5% x 0,25 = your commission**

Your commission from the structure of Manager C:

**X points x 7,5% x 0,25 = your commission**

Your commission from the structure of the Junior Manager:

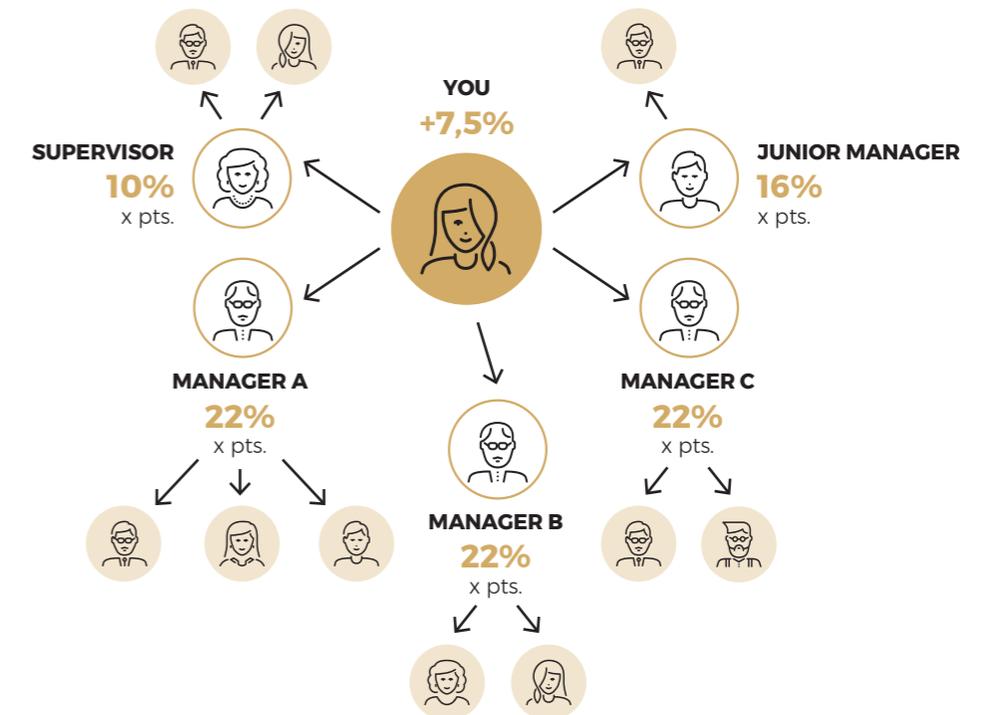
**X points x 6% x 0,25 = your commission**

Your commission from the structure of the Supervisor:

**X points x 12% x 0,25 = your commission**

Your individual commission:

**X points x 22% x 0,25 = your commission**



# AN EXAMPLE VICE DIRECOR ON THE + 8% LEVEL

## What does the term '+8%' mean?

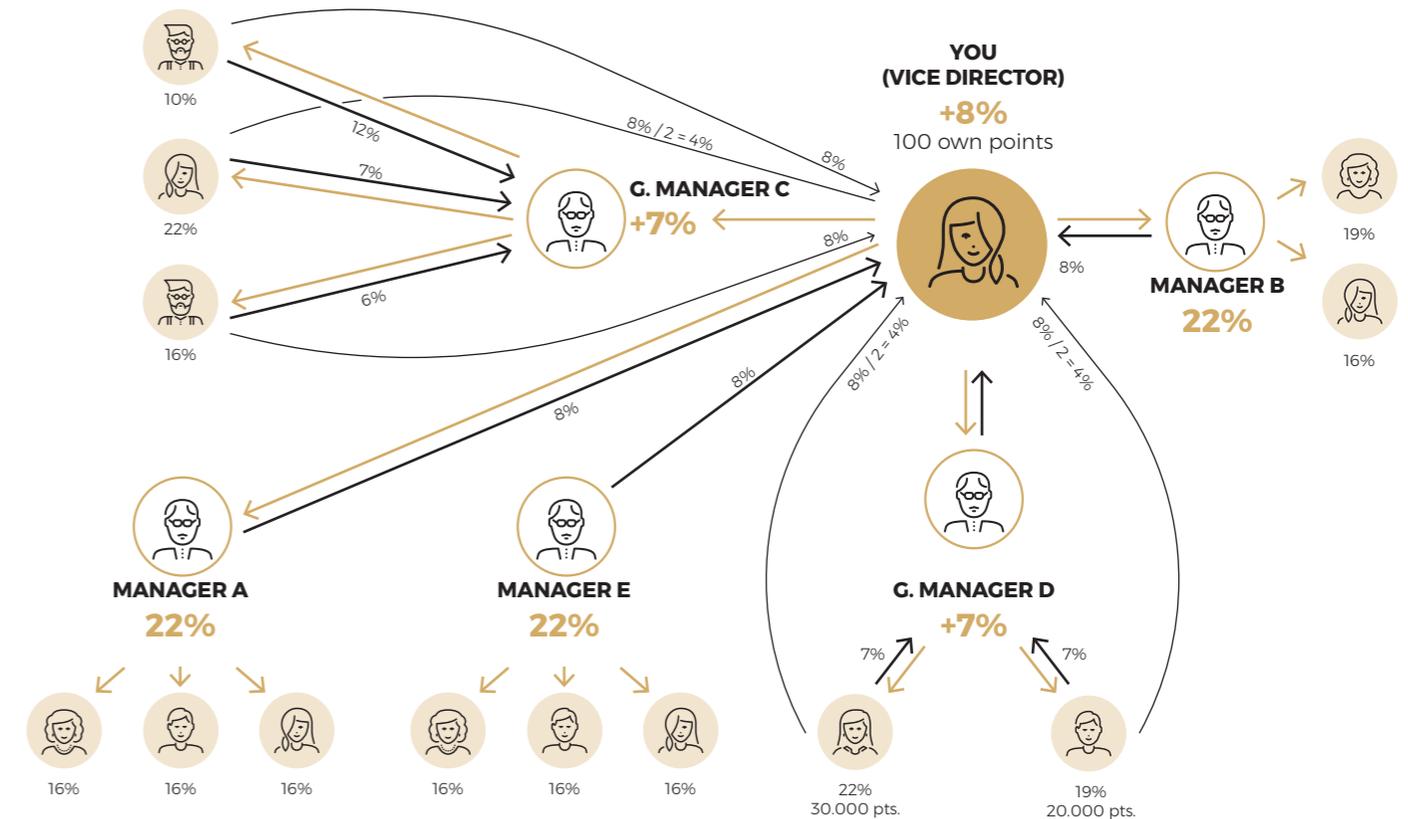
As a Vice Director, you still operate at the 22% level, but you will receive up to +8 % of the total sales turnover of each of your Managers (22%) and Junior Managers (19%).

### The VIP BONUS is awarded to members of the Elite Club and the Founders Club.

If your sales structure includes Elite or Founders Club-level managers, you will become eligible for an extra VIP BONUS from their own structures. A diagram on page 37 will show you how its amount is calculated. The structure can be divided all the way down to the bottom, which means that you will be awarded a bonus even if someone at the lowest level purchases just one product.

## YOUR COMMISSION IS CALCULATED AS FOLLOWS:

- Your commission from the structure of Manager A:  
**X points x 8% x 0.25 = your commission**
- Your commission from the structure of Manager B:  
**X points x 8% x 0.25 = your commission**
- Your commission from the structure of Manager E:  
**X points x 8% x 0.25 = your commission**
- Your commission from the structure of G. Manager C:  
**X points x (8%/2) x 0.25 = your commission**
- Your commission from the structure of G. Manager D:  
**X points x (8%/2) x 0.25 = your commission**
- Your individual commission:  
**X points x 22% x 0.25 = your commission**



# LIVIOON FOUNDERS CLUB

You are now ready to join the Founders Club. This exclusive international group brings together leading distributors whose hard work has earned them a special position within the Elite Club.

**In the third part of the plan, up to 4% of the total turnover in points is divided among our leaders.**



# FOUNDERS CLUB ELIGIBILITY CRITERIA

## DIRECTOR, + 9%

You will obtain the title of Director if each of your 6 branches includes at least one Manager (22%) and the total turnover of your sales structure equals at least 200,000 points.

## PRESIDENT, + 9,5%

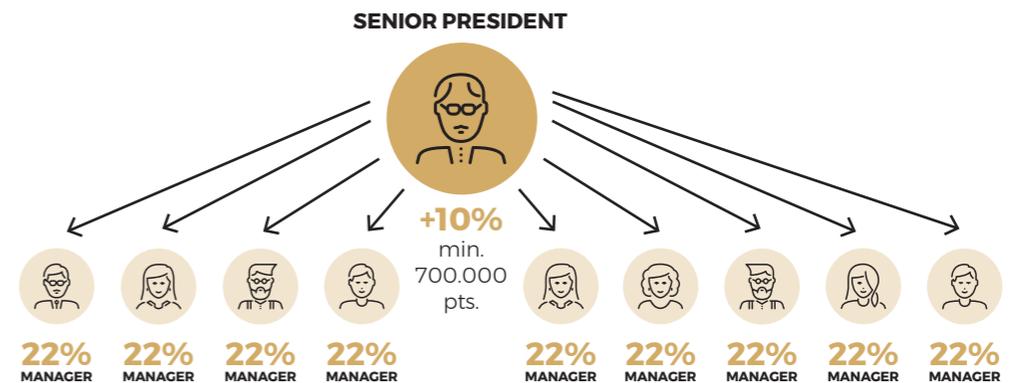
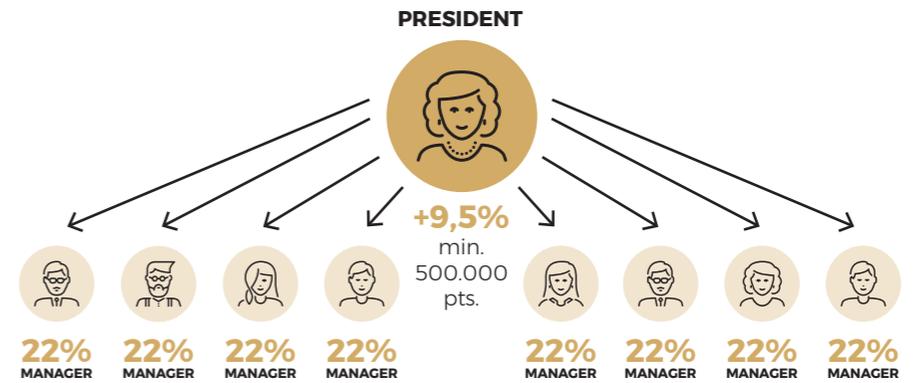
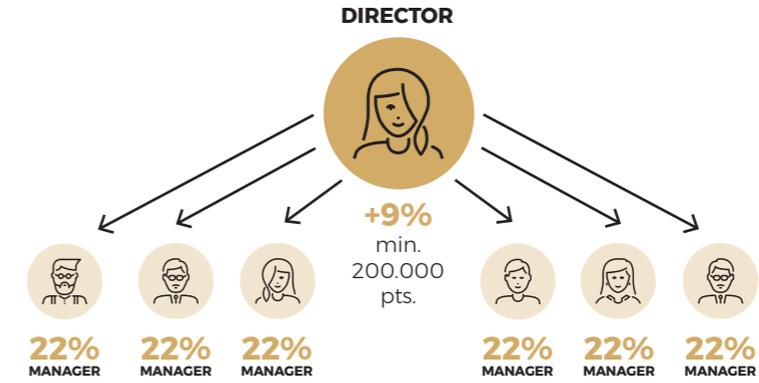
You will obtain the title of President if each of your 8 branches includes at least one Manager (22%) and the total turnover of your sales structure equals at least 500,000 points.

## SENIOR PRESIDENT, + 10%

You will obtain the title of Director if each of your 9 branches includes at least one Manager (22%) and the total turnover of your sales structure equals at least 700,000 points.

**The VIP BONUS is awarded to members of the Elite Club and the Founders Club.**

If your sales structure includes Elite or Founders Club-level managers, you will become eligible for an extra VIP BONUS from their own structures. A diagram on page 37 will show you how its amount is calculated. The structure can be divided all the way down to the bottom, which means that you will be awarded a bonus even if someone at the lowest level purchases just one product.



# DICTIONARY

**Consultant / Leader / Business Partner** - Person cooperating with LIVIOON, developing our activity based on the Commission Plan

**Consultant Agreement** - A contract signed by you in the moment of your registration at LIVIOON, getting referrals, you become an official consultant of the company.

**Starter Kits** - A set of samples of selected LIVIOON products along with training and advertising materials.

## **Eurozone** <sup>1)</sup>

1. *Product box* - Shopping for min. € 55
2. *Professional set* - € 50 + 3 perfumes for 50% <sup>2)</sup>
3. *Supervisor set 7%* - € 550 <sup>3)</sup>  
Fixed threshold of at least 7%.  
BON for shopping € 500 <sup>4)</sup>
4. *Supervisor Premium set 10%* - € 1050 <sup>5)</sup>  
Fixed threshold of at least 10%.  
BON for shopping € 1000 <sup>4)</sup>

## **British Pound**

1. *Product box* - Shopping for min. £ 45
2. *Professional set* - £ 40 + 3 perfumes for 50% <sup>2)</sup>
3. *Supervisor set 7%* - £ 450 <sup>3)</sup>  
Fixed threshold of at least 7%.  
BON for shopping £ 400 <sup>4)</sup>
4. *Supervisor Premium set 10%* - £ 860 <sup>5)</sup>  
Fixed threshold of at least 10%.  
BON for shopping € 820 <sup>4)</sup>

**Sponsor** - A person who invites you to an affiliate program. The sponsor is obliged to introduce you into Livioon's structure, guide you in your first steps and ultimately support you until you get a „wind in the sails“.

**Your structure / Sales structure / Sales network** - A group of consultants founded by you, in the way that every consultant (sponsor) sponsors another consultant who sponsors the next one and so on.

**Yours Branches** - A group of consultants within your structure, starting with a consultant sponsored in the first Line directly under the Sponsor.

**Self consumption** - Minimum own turnover (100 points) to get commission in a given month.

<sup>1)</sup> This applies / concerns only to countries in which there is not located any branch.

<sup>2)</sup> Starter Kit with samples provide 50 points. The promotion is valid only at registration. Products bought with discount provide 0 points.

<sup>3)</sup> Starter kit with samples provide 1700 points. The funds from your voucher are in the magazine on your account.

<sup>4)</sup> Voucher validity is 3 years from the registration date.

<sup>5)</sup> Starter kit with samples provide 3400 points. The funds from your voucher are in the magazine on your account.

# WE ARE HAPPY TO COOPERATE WITH YOU

## Your consultant LIVIOON®

Name \_\_\_\_\_ Place \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

WWW \_\_\_\_\_ f \_\_\_\_\_

LIVIOON®

**LIVIOON GLOBAL**

Koralowa 10 st.  
32-085 Modlniczka  
Poland

info@livioon.com  
www.livioon.com



YouTube  
Livioon Polska Official



Facebook  
Livioon Polska



Instagram  
@livioon\_polska\_official