

Evolve

Effective March 1, 2023
LifeVantage Compensation Plan Highlights
United States of America

Share

Customer Sales Profit

The difference between the Consultant price and the price Customers purchase LifeVantage products. This results in about a 10-20% profit on all sales from Customer One-Time Retail and Subscription orders.

	PURCHASE TYPE	APPROX. DISCOUNT FROM ONE-TIME RETAIL	EXAMPLE PURCHASE PRICE	EXAMPLE CUSTOMER SALES PROFIT
DAILY BONUS	ONE-TIME RETAIL	-	\$100	\$20
	SUBSCRIPTION	10%	\$90	\$10
	CONSULTANT	20%	\$80	\$0

Personal Sales Bonus

Earn an additional sales bonus from your monthly cumulative CSV. This bonus is paid on CV which takes into account promos or discounts Customers may have redeemed.

	CUSTOMER SV	BONUS TIER	RECOGNITION TITLE
MONTHLY BONUS	500 – 999.99	5%	ONYX
	1,000 – 1,999.99	10%	EMERALD
	2,000 – 3,999.99	15%	SAPPHIRE
	4,000+	20%	DIAMOND



FAST TRACK

Consultant Bonuses

Bonuses for new Consultants during their Fast Track Period (enrollment month plus three full calendar months).

	FAST TRACK BONUS	BEHAVIOR	BONUS AMOUNT
WEEKLY BONUS	SELLING	For each set of 3 Customers who order 100 SV in their first purchase month	\$50 (UNLIMITED DURING FAST TRACK PERIOD)
	SPONSORING	For each set of 3 Consultants who are Active in their enrollment month	\$50 (UNLIMITED DURING FAST TRACK PERIOD)
MONTHLY BONUS	RANK ADVANCEMENT	Advance to the Rank of Senior Consultant 1 (SC1) during your Fast Track	\$100 (ONE-TIME)
	ACCELERATOR	Achieve any of the above bonuses before the end of your first full calendar month	\$50 (ONE-TIME)

Enroller Bonus

Help your new Consultant earn Fast Track Bonuses and earn additional bonuses as their Enroller.

	FAST TRACK ENROLLER BONUS	BEHAVIOR	ENROLLER BONUS AMOUNT
MONTHLY BONUS	RANK ADVANCEMENT	Help your new Consultant achieve the Rank Advancement Bonus during their Fast Track Period	\$50 (ONE-TIME)
	ACCELERATOR	Help your new Consultant achieve the Accelerator Bonus during their Fast Track Period	\$25 (ONE-TIME)

Mentor Bonus

Help your new Consultant build volume with Customer Sales and earn an additional bonus on their personally-enrolled Customers during their Fast Track.

	MENTOR BONUS	BEHAVIOR
MONTHLY BONUS	15%	Enrolling Sponsor receives an additional 15% bonus of the CV from the sales of Customers who were personally enrolled by your new Consultant during their Fast Track Period



Build & Grow

Level Bonuses

As an Active Consultant, you are paid a percentage of commissions from the CV of your team's sales. Your Paid-as Rank determines the percentages you earn and the number of levels on which you are eligible to earn a commission.

	CONSULTANT	CONSULTANT 1	CONSULTANT 2	CONSULTANT 3	SENIOR CONSULTANT 1	SENIOR CONSULTANT 2	SENIOR CONSULTANT 3	MANAGING CONSULTANT 1	MANAGING CONSULTANT 2	MANAGING CONSULTANT 3	EXECUTIVE CONSULTANT 1	EXECUTIVE CONSULTANT 2	EXECUTIVE CONSULTANT 3	EXECUTIVE CONSULTANT 4	PRESIDENTIAL CONSULTANT
	C	C1	C2	C3	SC1	SC2	SC3	MC1	MC2	MC3	EC1	EC2	EC3	EC4	PC1
PPC	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
SVR		150	200	250	300	300	300	300	300	300	300	300	300	300	300
GSV			500	1K	2K	3.5K	6K	10K	20K	40K	80K	150K	300K	600K	1,000K
MVR				750	1.5K	2.5K	4K	6K	10K	20K	40K	67.5K	135K	270K	450K
LEVEL 1		5%	7%	9%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
LEVEL 2				3%	5%	6%	7%	7%	7%	7%	7%	7%	7%	7%	7%
LEVEL 3						3%	5%	6%	7%	7%	7%	7%	7%	7%	7%
LEVEL 4							3%	5%	6%	6%	6%	6%	6%	6%	6%
LEVEL 5								3%	5%	6%	6%	6%	6%	6%	6%
LEVEL 6									3%	4%	5%	5%	5%	5%	5%
LEVEL 7									3%	4%	4%	4%	4%	4%	4%
LEVEL 8										3%	3%	3%	3%	3%	3%
LEVEL 9											3%	3%	3%	3%	3%

MONTHLY COMMISSION %



Lead

Leadership Match

When you're paid as a Managing Consultant 2 or higher in the month, you can receive a Leadership Match on qualified Generations. Your Generation 1 is the first Consultant in any Leg in your team with a Paid-as Rank of Managing Consultant 1 or higher. A Generation 2 is the next Consultant in that Leg with a Paid-as Rank of Managing Consultant 1 or higher, and so on.

	MANAGING CONSULTANT 2	MANAGING CONSULTANT 3	EXECUTIVE CONSULTANT 1	EXECUTIVE CONSULTANT 2	EXECUTIVE CONSULTANT 3	EXECUTIVE CONSULTANT 4	PRESIDENTIAL CONSULTANT
GENERATION 1	7%	12%	15%	20%	20%	20%	20%
GENERATION 2		10%	12%	15%	20%	20%	20%
GENERATION 3			10%	12%	15%	20%	20%
GENERATION 4				10%	12%	15%	20%
GENERATION 5					10%	12%	15%
GENERATION 6						10%	12%
GENERATION 7							12%
CAP PER MATCH	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000	\$15,000	\$15,000

MONTHLY BONUS

Leadership Pool

When you're paid as an Executive Consultant 1 or higher, you earn shares of the monthly company Leadership Pool. This pool is made from 4% of global monthly CV. You receive shares based on your Paid-as Rank. The total pool amount is divided equally by the total number of monthly shares Consultants earn.

SHARES

EXECUTIVE CONSULTANT 1	1
EXECUTIVE CONSULTANT 2	3
EXECUTIVE CONSULTANT 3	5
EXECUTIVE CONSULTANT 4	10
PRESIDENTIAL CONSULTANT	20

All bonuses are fully detailed within the Evolve Compensation Plan found [here](#).

*LifeVantage does not promise the financial success of any Consultant. Your success depends on your skill, fortitude, dedication, and your ability to lead others to emulate these qualities. Nothing in this guide is a representation that you will be financially successful. LifeVantage does not guarantee any income or Rank success. The financial results achieved by LifeVantage Consultants are published on LifeVantage's [Income Disclosure Statement](#).



ADDENDUM
TO THE U.S. EVOLVE COMPENSATION PLAN

Evolve Transition Plan

FOR LIFEVANTAGE CONSULTANTS

Adapt. Accelerate. Achieve.

This Transition Plan is designed to help you adjust to the Evolve Compensation Plan with a gradual shift toward the new Ranks, requirements, and behaviors. This will give you time to set new goals, adapt, and accelerate your business strategies as you move along a new path to achieving success.

- This Transition Plan is effective March 1, 2023.
- The Evolve Consultant Path rules and requirements will take full effect September 1, 2023.
 - Until all markets are moved to the Evolve Compensation Plan, Leader Pools will be calculated in the following manner: First, markets that have not yet moved to the Evolve Compensation Plan will have their leader pool shares calculated based on their current plan. Then, the remainder of global CV dedicated to the leader pools is used to pay out Evolve Compensation Plan Leader Pool shares.
 - Until all markets are moved to the Evolve Compensation Plan, this rank map will be used to calculate earnings in the event you have earned commissions on an order placed in a market that has not yet moved to the Evolve Compensation Plan.
- Your Consultants' and Customers' purchases are commissioned based on their local market Compensation Plan.

Effective March 1, 2023, Consultants will map to the following new Pin Ranks under the Evolve Compensation Plan:

OLD TITLE	OLD OV	NEW TITLE	NEW GSV
DISTRIBUTOR		CONSULTANT	
PRO 1	1,000	CONSULTANT 3	1,000
PRO 2	2,500	SENIOR CONSULTANT 1	2,000
PRO 3	5,000	SENIOR CONSULTANT 3	6,000
PRO 4	10,000	MANAGING CONSULTANT 1	10,000
PRO 5	20,000	MANAGING CONSULTANT 2	20,000
PRO 6	50,000	MANAGING CONSULTANT 3	40,000
PRO 7	100,000	EXECUTIVE CONSULTANT 1	80,000
PRO 8	200,000	EXECUTIVE CONSULTANT 2	150,000
PRO 9	500,000	EXECUTIVE CONSULTANT 3	300,000
PRO 10+	1,000,000	PRESIDENTIAL CONSULTANT	1,000,000

Effective March 1, 2023, through August 31, 2023, the following Consultant Path Transition Plan rules will take effect based on Paid-as Ranks as outlined below:

		CONSULTANT 1	CONSULTANT 2	CONSULTANT 3	SENIOR CONSULTANT 1	SENIOR CONSULTANT 2	SENIOR CONSULTANT 3	MANAGING CONSULTANT 1	MANAGING CONSULTANT 2	MANAGING CONSULTANT 3	EXECUTIVE CONSULTANT 1	EXECUTIVE CONSULTANT 2	EXECUTIVE CONSULTANT 3	EXECUTIVE CONSULTANT 4	PRESIDENTIAL CONSULTANT
OLD PLAN RANKS				PRO 1	PRO 2	PRO3		PRO 4	PRO 5	PRO 6	PRO 7	PRO 8	PRO 9		PRO 10
SALES VOLUME REQUIREMENT	NEW PLAN	150	200	250	300	300	300	300	300	300	300	300	300	300	300
	MARCH-MAY	100	100	100	100	100	100	100	200	200	200	200	200	200	200
	JUNE - AUGUST NO TRANSITION	150	200	250	300	300	300	300	300	300	300	300	300	300	300
GROUP SALES VOLUME	NO TRANSITION		500	1,000	2,000	3,500	6,000	10,000	20,000	40,000	80,000	150,000	300,000	600,000	1,000,000
MAXIMUM VOLUME RULE	NEW PLAN			750 (75%)	1,500 (75%)	2,500 (71%)	4,000 (67%)	6,000 (60%)	10,000 (50%)	20,000 (50%)	40,000 (50%)	67,500 (45%)	135,000 (45%)	270,000 (45%)	450,000 (45%)
	MARCH - MAY			800 (80%)	1,600 (80%)	2,700 (77%)	4,500 (75%)	7,000 (70%)	12,000 (60%)	24,000 (60%)	48,000 (60%)	75,000 (50%)	150,000 (50%)	300,000 (50%)	450,000 (45%)
	JUNE - AUGUST								11,000 (55%)	22,000 (55%)	44,000 (55%)	70,000 (47%)	140,000 (47%)	285,000 (48%)	450,000 (45%)