

# BEAUTYCOUNTER

COUNTER INTELLIGENCE

## CAREER PLAN GUIDE

### *Welcome to Beautycounter.*

As a Beautycounter Consultant, you join a community of independent business owners committed to sharing beauty products that are good for women and the world. You'll create a meaningful business through your own personal network, empowering others along the way.

Beautycounter's career plan is designed to reward you immediately, and to empower you to build your income over time. Your income grows as you master selling, recruiting, and coaching others to do the same.

Beautycounter can help you achieve not only short-term income targets, but longer-term goals – whether it's to run your own business, have a higher standard of living, or effect real and meaningful change in the world.

*We're here to help you get started and  
will support you all the way.*

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## *Connecting With Opportunity*

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There are many opportunities to connect with Beautycounter. It's important to be familiar with the four primary ways:

**Client** – Someone who purchases Beautycounter products at full retail.

**Host** – Someone who brings people together for a Beautycounter Social. Hosts open their network to you and in return they receive benefits based on sales and the number of guests who purchase at a Social.

**Member** – Someone who is a loyal Client and purchases from you on a continual basis. She signs up and receives exclusive promotions, perks and special offers.

**Consultant** – Someone who decides to build a Beautycounter business. She receives a 25% savings on all product purchases and earns income based on her sales and the sales of others she recruits.

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### **SALES**

As a Beautycounter Consultant, you earn 25% of Suggested Retail Price (SRP) on every Beautycounter product you sell to Clients. You can take orders in person or send your friends to your personal website to purchase. You'll reach more Clients quickly by holding Socials, where you can leverage your time by presenting all that Beautycounter has to offer to a group of people.

So, for example, let's say Anna has a Social for her friend Kate with 5 guests and \$500 in sales. Selling our collections makes that goal realistic and reachable. Anna would earn \$125 in Retail Commissions right away.

SOCIAL GUESTS	SOCIAL SALES	EARNINGS
5	\$500	\$125

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But it gets better with a Personal Sales Bonus. We pay you more as you sell more.

SELL AT LEAST	... AND UP TO	EARN A BONUS OF
\$500	\$999	5%
\$1,000	\$1,999	7%
\$2,000		10%

So including this bonus, you can actually earn up to 35% on your Client orders.

For example: Anna is a Consultant who holds 4 Socials this month. Her Social sales add up to:

	SOCIAL GUESTS	SOCIAL SALES	RETAIL COMMISSIONS
Kate's Social	5	\$500	\$125
Erin's Social	5	\$500	\$125
Claire's Social	5	\$1,000	\$250
Emily's Social	10	\$1,000	\$250
<b>Total</b>		<b>\$3,000</b>	<b>\$750</b>

Personal Sales Bonus	\$300 (\$3,000 Total Monthly Sales x 10%)
Commissions	\$750
<b>Total Earnings</b>	<b>\$1,050*</b>

When you break it down to an hourly rate, a Beautycounter business is an efficient way to make money. Each of Anna's Socials took a total of about 4 hours to plan, prepare and hold (these are assumptions for example purposes only).

$$4 \text{ SOCIALS} \times 4 \text{ HOURS EACH} = 16 \text{ HOURS}$$

$$\$1,050 \div 16 \text{ HOURS} = \$65.62 \text{ PER HOUR}$$

\*This is a hypothetical example intended only to illustrate how retail profits are earned and calculated. It is not a representation of results you should expect. Beautycounter makes no guarantee that you will earn an income or be successful.

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### *What are PV, BV & CV?*

Sales volume is tracked three different ways for the purposes of Beautycounter's career plan.

**PERSONAL VOLUME (PV)** is the total volume from your personal purchases, along with the purchases from your Clients and Members.

**BUSINESS VOLUME (BV)** is your PV plus the total volume generated in your team.

**COMMISSIONABLE VOLUME (CV)** is the Suggested Retail Price of a product minus commissions that are paid on the product when it is sold. CV is typically, but not always, 25% less than the suggested retail price of the product.

### *Meeting Your Personal Volume Requirement*

For your business to continue to grow, it's essential that you continue to share the products and business opportunity with new people. That's why Beautycounter requires that every Manager and above's minimum total monthly PV of \$500 includes \$250 from new Clients, Members or personally recruited Consultants. By ensuring that at least \$250 every month comes from new people, you can make certain that your business stays on a growth track.

	MINIMUM TOTAL PV	MINIMUM NEW PV/BV*
Consultant	\$150	
Senior Consultant	\$250	
Manager and Above	\$500	\$250

\*Included in total monthly PV.

## *Building Your Team*

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Every new person you meet and every Client you sell to has the potential to continue to purchase from you or even become a Member, a Host, or Consultant. So keep in touch and follow up on every sale.

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### **MEMBERS**

As your Beautycounter Clients discover the products, they'll develop an interest in Membership. The benefits of Membership include:

- Free shipping on every \$100 SRP or more purchase
- Exclusive promotions, perks and special offers
- Ability to create an Autoship order for their favorite products

Every time a new Member or new Consultant registers, \$10 of their Starter Kit fee or Membership fee will be allocated to one of our trusted nonprofits:

- The Breast Cancer Fund
- Environmental Working Group
- Healthy Child/Healthy World

It's our way of helping Members and Consultants make a difference from day one.

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### **CONSULTANTS**

As a Member learns more about Beautycounter and your business as a Consultant, she may decide to take the next step and become a Consultant herself. When she decides to join your team, she can upgrade from Member to Consultant.

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### BUILDING A TEAM

Your business isn't limited by the amount of time you can spend on it by yourself. When you share the business with a friend and she becomes a Consultant, you can start earning a percentage on her sales, called a Team Override. When she shares Beautycounter with another friend, you can earn on that new Consultant's sales volume – and so on, up to four levels in depth.

Every new Consultant you personally recruit (referred to as a Level 1 Consultant) represents a new branch of your organization with the potential to become a thriving business of its own.

Team Overrides increase as you grow your team and your team's business volume:

WHEN YOUR BUSINESS VOLUME EXCEEDS	YOU BECOME A ...	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
\$300	Consultant**	5%			
\$1,250	Senior Consultant**	7%	5%		
\$2,500	Manager***	9%	7%	5%	
\$5,000	Senior Manager****	9%	9%	7%	5%
\$10,000	Director****	9%	9%	9%	7%

\* Business Volume = your Personal Volume plus the total volume generated by your team. Note that the "50% Rule" applies. That is, no more than 50% of a Consultant's BV can be derived from any one Branch of her team.

\*\* Minimum Personal Volume for a Consultant is \$150; minimum Personal Volume for a Senior Consultant is \$250.

\*\*\* Minimum Personal Volume for Managers and above is \$500. At least \$250 PV/BV for Managers and above must come from new Clients, Members or Level 1 Consultants.

\*\*\*\* Overrides are paid on Commissionable Volume, which is volume AFTER commissions are paid (for example, a \$100 SRP item will pay \$25 commission and have a commissionable volume of \$75).

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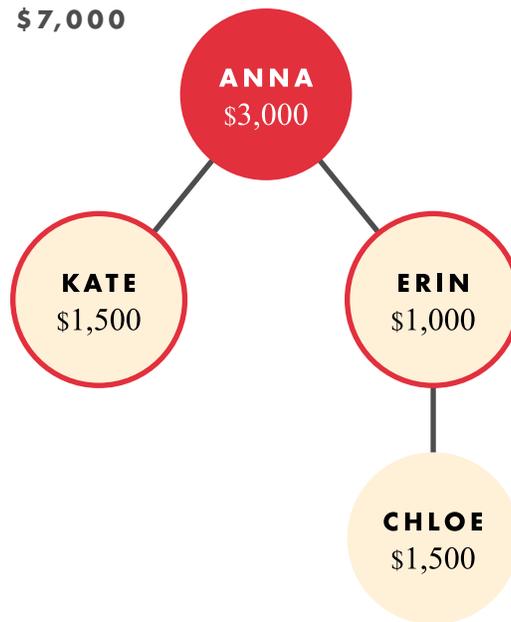
## COUNTER INTELLIGENCE

Let's go back to our example again.

In the next month, Anna generated another \$3,000 PV and she followed up with both Kate and Erin and they decided to become Consultants. Then Erin's friend Chloe joined the team after Erin held a Social at her house.

Now Anna's team looks like this:

**ANNA'S TOTAL BV: \$7,000**



And Anna's BV and CV look like this:

**BUSINESS VOLUME (BV) COMMISSIONABLE VOLUME (CV)  
(75% OF BV)**

Anna	\$3,000	\$2,250
Kate	\$1,500	\$1,125
Erin	\$1,000	\$750
Chloe	\$1,500	\$1,125
<b>Total</b>	<b>\$7,000</b>	<b>\$5,250*</b>

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Now Anna is a Senior Manager. Here's how much she'll make in overrides:

	COMMISSIONABLE VOLUME	TEAM OVERRIDE PERCENTAGE	TEAM OVERRIDE
Kate	\$1,125	9% (Level 1)	\$101
Erin	\$750	9% (Level 1)	\$68
Chloe	\$1,125	9% (Level 2)	\$101
<b>Anna's Total Team Override Income</b>			<b>\$270*</b>

Anna's earnings this month:

Retail Commissions	\$750
Personal Sales Bonus	\$300
Team Override	\$270
<b>Total</b>	<b>\$1,320*</b>

\*This is a hypothetical example intended only to illustrate how retail profits are earned and calculated. It is not a representation of results you should expect. Beautycounter makes no guarantee that you will earn an income or be successful.

### BE YOUR BEST SELLER

Your leadership and influence make a big impression on your team, and they'll take cues from you while growing their business. And as your activity grows, and your team grows, your income grows as well.

### *The Beautycounter 50 Percent Rule*

You earn the most by developing a team of Business-Builder's, instead of relying on just one stand-out achiever. For rank qualifications, no more than half your Business Volume (BV) can come from a single branch of your business.

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**We want you to succeed.**

That's why our career plan is built on an additive philosophy.

Initially, you'll earn:

25% commission on products you sell to Clients and 20% commission on Member purchases.

5% to 10% Personal Sales Bonus as you sell more (up to 35% total commissions).

5% to 9% Team Overrides on your Team's Commissionable Volume, up to 4 Levels in depth.

As you build your business, additional ways to earn income become a reality.

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### *Leading Your Team*

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As retail selling and recruiting new Consultants becomes part of your every day activity, you'll become the leader of a dynamic team.

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#### **YOU ARE AN INFLUENCER**

The things you do and the activities you encourage will determine your team's success. Your most immediate sphere of influence is made up of the people you personally bring into the business (Level 1) so coaching them to sell and to recruit will not only pay off in higher overrides right away, it will pay off long-term in building a strong and lasting organization.

At Beautycounter we recognize the importance of personal business building, and that's why we've established the Frontline Business-Builder's Bonus. This bonus pays you every month for every frontline (personally recruited, Level 1) Senior Consultant, Manager and Senior Manager who performs at their level. So as you recruit more and coach your team to success, you have the opportunity to earn more.

Every time you promote a frontline recruit to one of these levels you increase your potential income in that same month.

FOR EVERY FRONTLINE	YOU EARN A MONTHLY FRONTLINE BUSINESS-BUILDER'S BONUS* OF
Senior Consultant**	\$25
Manager**	\$50
Senior Manager**	\$100

\* You must be at the same Paid-As rank or higher as your frontline Consultant to earn a Frontline Business-Builder's Bonus on that frontline.

\*\* Paid-As Title.

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### **RECOGNITION TITLES AND PAID-AS TITLES**

To understand how the career plan works, it's important to understand how titles work in your Beautycounter business.

When you meet the requirements set out in the plan you are recognized for a new rank – for example, when you achieve \$2,500 in monthly BV with a minimum of \$500 PV of which \$250 must be new volume, you become a Manager. This is your Recognition Title.

In order to be considered Paid-As a Manager in any given month, you must satisfy the qualification criteria for the management rank in that month. If you don't, you will be paid at the highest level you do achieve.

So, for example, if you become a Manager in February but have only \$1,500 BV in March, you'll still be recognized as a Manager, but you'll be paid as a Senior Consultant and that will be your Paid-As Title.

In short, your Recognition Title is the highest rank which is achieved during the previous 2 month period, while your Paid-As Title is the rank for which you have met the qualifications during the current pay period. You are always paid at your "Paid-As" rank, not your Recognition Rank.

Each time you reach a new Recognition Title you will be granted 3 Grace Months which allow you to retain a Recognition Title when your Paid-As Title is lower than your Recognition Title. Consultants will be granted 3 Grace Months in a year and are not allowed to use two Grace Months in a row (consecutively).

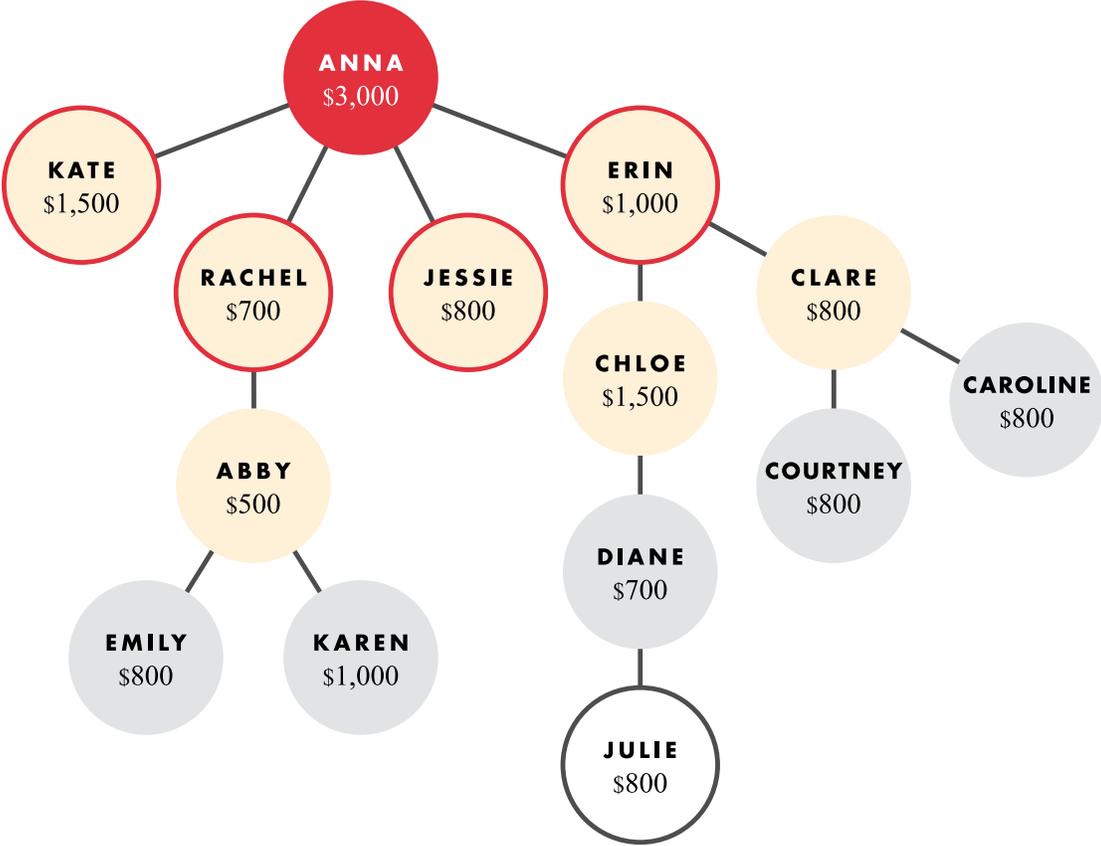
So in our example, let's say Anna has promoted to Director and her frontline Consultants are Kate, Rachel, Jessie and Erin.

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Her organization now looks like this:

**ANNA'S TOTAL BV: \$ 14,700**



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And her team overrides have increased substantially:

	SALES / BV	COMMISSIONABLE VOLUME (75% OF BV)	TEAM OVERRIDE PERCENTAGE	TEAM OVERRIDE
Anna	\$3,000	\$2,250		
<b>Kate</b>	<b>\$1,500</b>	<b>\$1,125</b>	<b>9% (Level 1)</b>	<b>\$101.25</b>
<b>Rachel</b>	<b>\$700</b>	<b>\$525</b>	<b>9% (Level 1)</b>	<b>\$47.25</b>
Abby	\$500	\$375	9% (Level 2)	\$33.75
Emily	\$800	\$600	9% (Level 3)	\$54.00
Karen	\$1,000	\$750	9% (Level 3)	\$67.50
<b>Jessie</b>	<b>\$800</b>	<b>\$600</b>	<b>9% (Level 1)</b>	<b>\$54.00</b>
<b>Erin</b>	<b>\$1,000</b>	<b>\$750</b>	<b>9% (Level 1)</b>	<b>\$67.50</b>
Clare	\$800	\$600	9% (Level 2)	\$54.00
Caroline	\$800	\$600	9% (Level 3)	\$54.00
Courtney	\$800	\$600	9% (Level 3)	\$54.00
Chloe	\$1,500	\$1,125	9% (Level 2)	\$101.25
Diane	\$700	\$525	9% (Level 3)	\$47.25
Julie	\$800	\$600	7% (Level 4)	\$42.00
<b>Total</b>	<b>\$14,700</b>	<b>\$11,025</b>		<b>\$777.75*</b>

Look at how much Anna would earn this month:

Retail Commissions	\$750
Personal Sales Bonus	\$300
Team Override	\$777
Frontline Business-Builder's Bonus	\$175
<b>Total</b>	<b>\$2,002*</b>

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Jessie did not meet her goal as achieving Senior Consultant (Paid-As Title), but Anna can work with her to reach her goals the next month and possibly increase her bonus.

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### GENERATIONS

Your earning potential increases dramatically once your organization develops new Generations. When you become a Director and someone in one of your first four levels also promotes to Director, a new Generation is created. A Director Generation Override is based on the Commissionable Volume (CV) of that Director Generation.

Like Team Overrides, Director Generation Overrides increase as you advance in rank. The higher your Paid-As Title, the more Generations you are paid on:

WHEN YOUR BUSINESS VOLUME* EXCEEDS	YOU BECOME A ...	AND YOUR DIRECTOR GENERATION OVERRIDES ARE:			
		GEN. 1	GEN. 2	GEN. 3	GEN. 4
\$10,000	Director	3%			
\$25,000	Senior Director	5%	3%		
\$50,000	Executive Director	5%	5%	3%	
\$100,000	Managing Director	5%	5%	5%	3%

\* 50% rule: no more than half of your BV can come from a single Branch

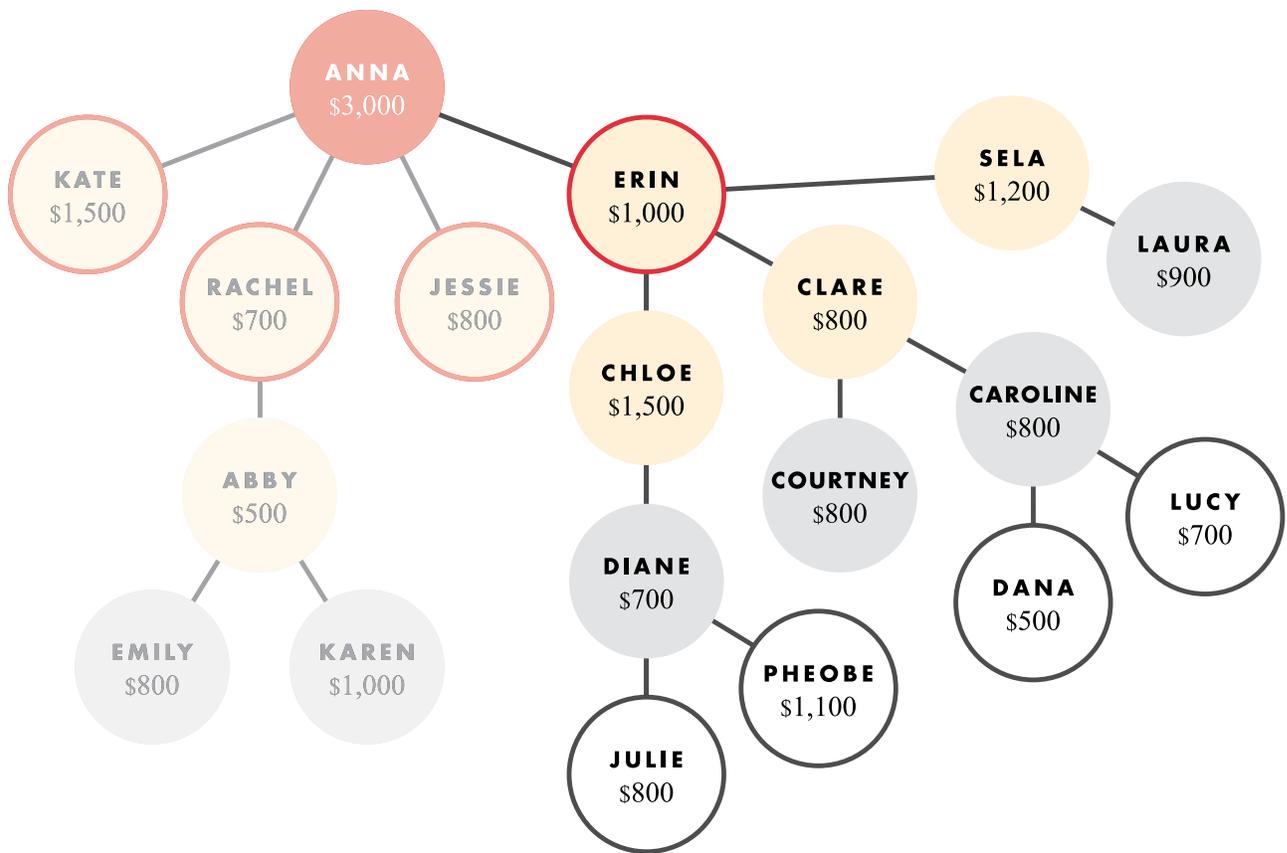
# BEAUTYCOUNTER

## COUNTER INTELLIGENCE

Looking at our example, let's say that Erin has promoted to Director. Her organization looks like this:

**ANNA'S TOTAL BV: \$19,000**

**ERIN'S TOTAL BV: \$10,800**



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Because Erin is a Director within Anna's team, Anna earns a Director Generation Override of 3% on the Commissionable Volume Erin's team generates. Erin generated \$10,800 in BV or \$8,100 CV (\$10,800 x 75%). So, Anna's Director Generation Override from Erin is \$243 (\$8,100 CV x 3%).

As your team grows, so does your earning opportunity:

- 25% Commission on products you sell and 20% Commission on Member purchases
- 5% to 10% Personal Sales Bonus as you sell more (up to 35% total commission)
- 5% to 9% Team Overrides on your team's Commissionable Volume, up to 4 levels in depth
- \$25 to \$100 Frontline Business-Builder's Bonus
- 3% to 5% Director Generation Overrides, up to 4 Generations in depth

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### *Committing to Your Success*

Even if you started out in this business with a relatively small goal in mind, by now you can see that Beautycounter can take you much farther than that.

As you advance through the Director ranks with Beautycounter, you become an executive in your own business. While you'll still personally sell and recruit, you'll shift your focus to coaching, influencing and modeling the activities that build success.

When you're a Director or above with Beautycounter, you can generate earnings from 5 different profit centers, every single month:

Retail Commissions	25% of PV on Client orders 20% of PV on Member orders
Personal Sales Bonus	Up to 10% of PV
Team Overrides	Up to 9% of CV, three levels deep Up to 7% of CV on 4th Level
Frontline Business-Builder's Bonus	\$25 per frontline Senior Consultant* \$50 per frontline Manager* \$100 per frontline Senior Manager*
Director Generation Overrides**	Up to 5% of CV, three Generations deep Up to 3% of CV on 4th Generation

\* Paid-As Titles; you must achieve the same paid as level or above.

\*\* Director Generation Overrides are paid on the CV generated by a Director or above, but does not include the CV generated by the next Director or above beneath them in the organization

As you share our story and sell our products, be confident you're building a business with purpose, improving your life while improving the lives of others.

Here's to your success.

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## *Beautycounter Titles and Benefits*

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As you move up the Career Plan, your benefits increase.  
(Charts are one example of what each level could look like.)

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### **CONSULTANT**

**TO QUALIFY**  
\$150 or more PV  
\$300 or more BV\*

**PV = \$ 300**  
**BV = \$ 300**



**REWARDS**  
25% Retail Profit on Client Orders  
20% Retail Profit on Member Orders  
Up to 7% Personal Sales Bonus on PV  
5% Level 1 Team Override

# BEAUTYCOUNTER

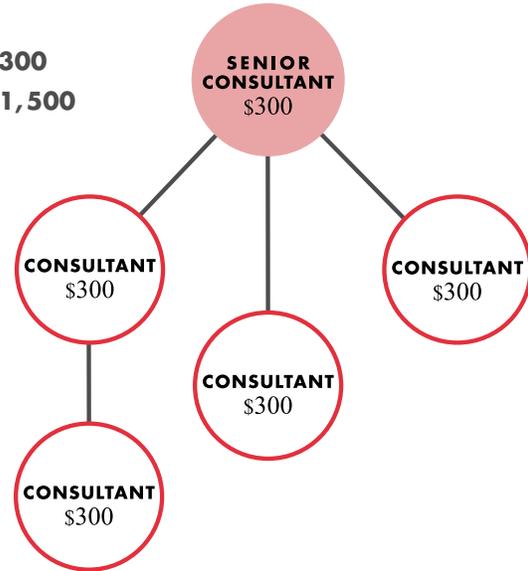
## COUNTER INTELLIGENCE

### SENIOR CONSULTANT

**TO QUALIFY**  
 \$250 or more PV  
 \$1,250 or more BV\*

**PV = \$ 300**  
**BV = \$ 1,500**

**REWARDS**  
 25% Retail Profit on Client Orders  
 20% Retail Profit on Member Orders  
 Up to 10% Personal Sales Bonus on PV  
 • Frontline Business-Builder's Bonus  
 \$25 on Level 1 Paid-As Senior Consultants  
 7% Level 1 Team Override  
 5% Level 2 Team Override

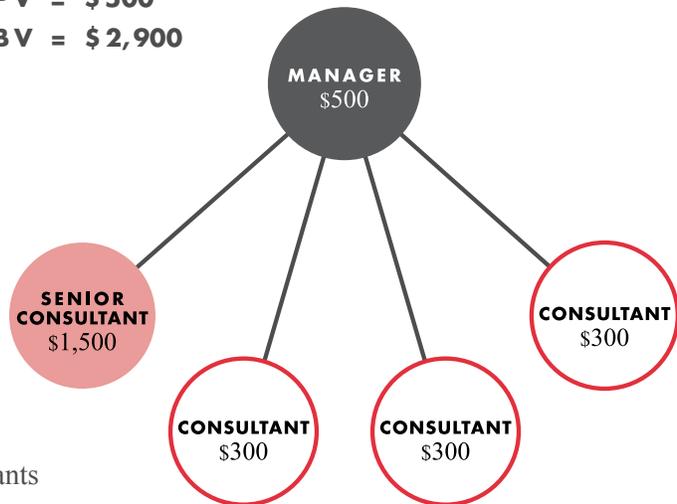


### MANAGER

**TO QUALIFY**  
 \$500 or more PV  
 \$250 or more PV or BV from  
 new Clients, Members,  
 Level 1 Consultants  
 \$2,500 or more BV\*

**PV = \$ 500**  
**BV = \$ 2,900**

**REWARDS**  
 25% Retail Profit on Client Orders  
 20% Retail Profit on Member Orders  
 Up to 10% Personal Sales Bonus on PV  
 Frontline Business-Builder's Bonus  
 • \$25 on Level 1 Paid-As Senior Consultants  
 • \$50 on Level 1 Paid-As Managers  
 9% Level 1 Team Override  
 7% Level 2 Team Override  
 5% Level 3 Team Override



# BEAUTYCOUNTER

## COUNTER INTELLIGENCE

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### SENIOR MANAGER

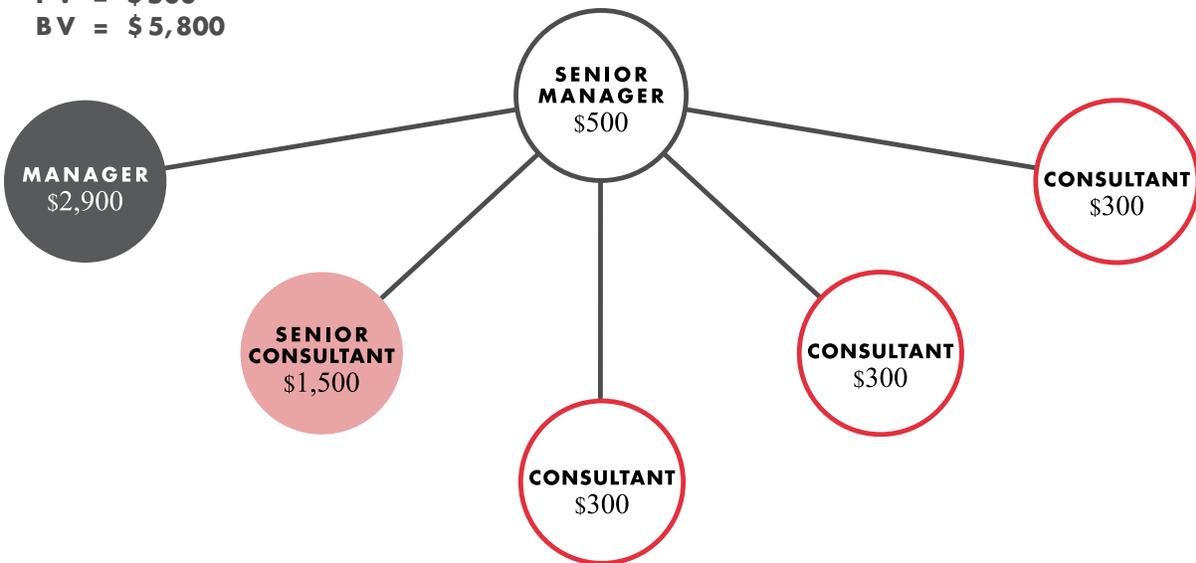
#### TO QUALIFY

\$500 or more PV  
\$250 or more PV or BV from new Clients,  
Members, Level 1 Consultants  
\$5,000 or more BV\*

#### REWARDS

25% Retail Profit on Client Orders  
20% Retail Profit on Member Orders  
Up to 10% Personal Sales Bonus on PV  
Frontline Business-Builder's Bonus  
    \$25 on Level 1 Paid-As Senior Consultants  
    \$50 on Level 1 Paid-As Managers  
    \$100 on Level 1 Paid-As Senior Managers  
9% Level 1 Team Override  
9% Level 2 Team Override  
7% Level 3 Team Override  
5% Level 4 Team Override

**PV = \$ 500**  
**BV = \$ 5,800**



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## COUNTER INTELLIGENCE

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### DIRECTOR

#### TO QUALIFY

\$500 or more PV  
\$250 or more PV or BV from new Clients,  
Members, Level 1 Consultants  
\$10,000 or more BV\*

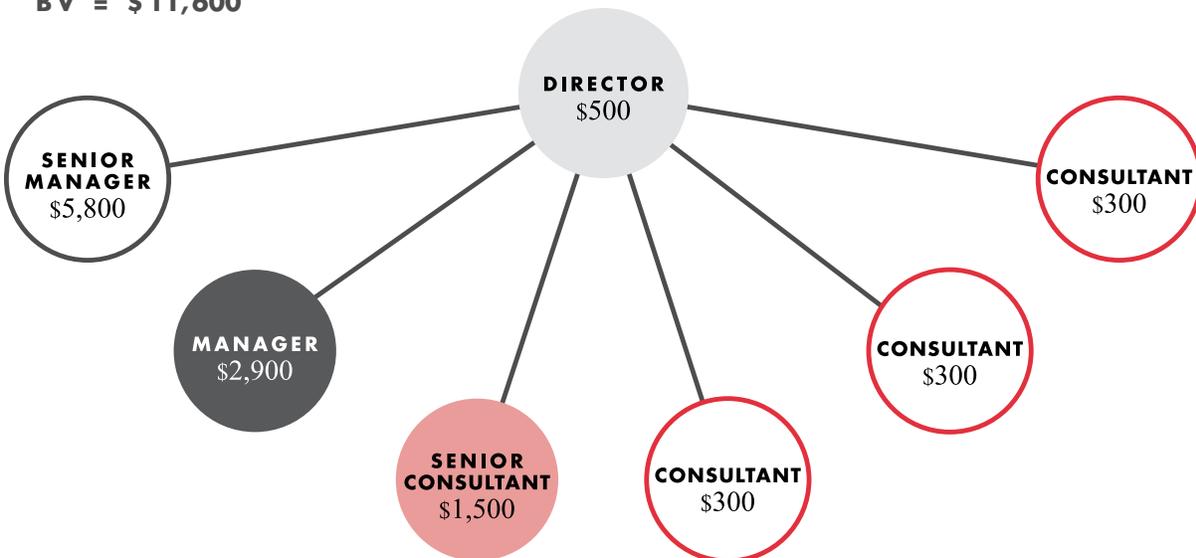
#### REWARDS

25% Retail Profit on Client Orders  
20% Retail Profit on Member Orders  
Up to 10% Personal Sales Bonus on PV  
Frontline Business-Builder's Bonus

- \$25 on Level 1 Paid-As Senior Consultants
- \$50 on Level 1 Paid-As Managers
- \$100 on Level 1 Paid-As Senior Managers

9% Level 1 Team Override  
9% Level 2 Team Override  
9% Level 3 Team Override  
7% Level 4 Team Override  
3% Director Generation 1 Override

**PV = \$ 500**  
**BV = \$ 11,600**



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### SENIOR DIRECTOR

#### TO QUALIFY

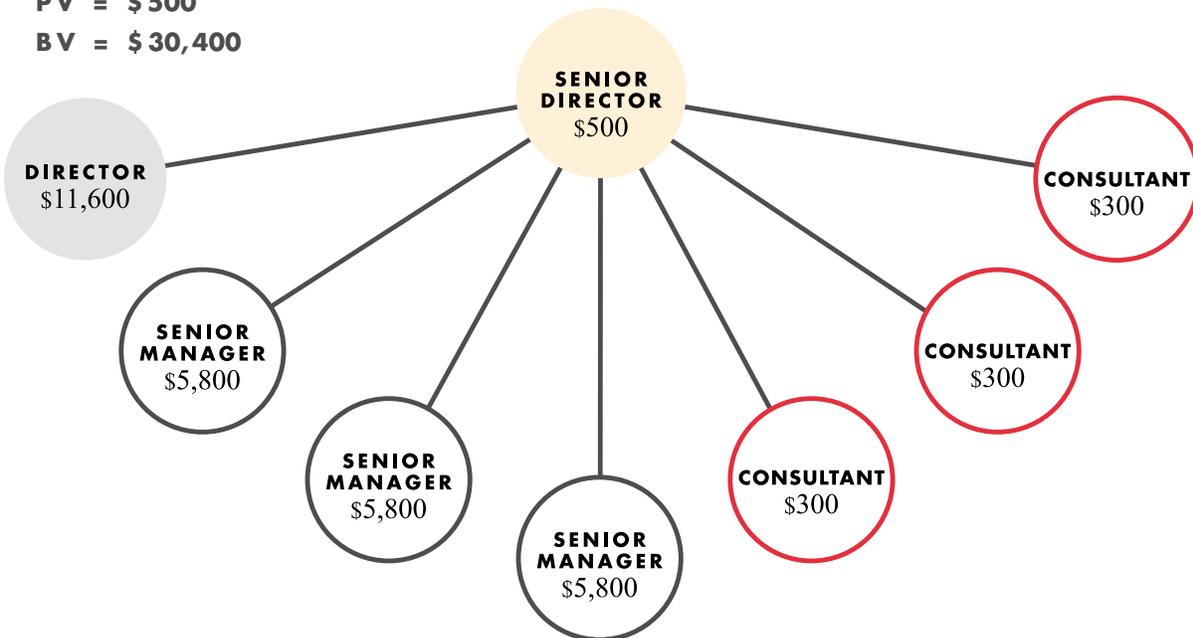
- \$500 or more PV
- \$250 or more PV or BV from new Clients, Members, Level 1 Consultants
- \$25,000 or more BV\*
- 1 Director or Above Branch (Director Generation 1 must be within Level 1, 2, 3, or 4)

#### REWARDS

- 25% Retail Profit on Client Orders
- 20% Retail Profit on Member Orders
- Up to 10% Personal Sales Bonus on PV
- Frontline Business-Builder's Bonus
  - \$25 on Level 1 Paid-As Senior Consultants
  - \$50 on Level 1 Paid-As Managers
  - \$100 on Level 1 Paid-As Senior Managers
- 9% Level 1 Team Override
- 9% Level 2 Team Override
- 9% Level 3 Team Override
- 7% Level 4 Team Override
- 5% Director Generation 1 Override
- 3% Director Generation 2 Override

PV = \$ 500

BV = \$ 30,400



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### EXECUTIVE DIRECTOR

#### TO QUALIFY

\$500 or more PV  
\$250 or more PV or BV from new Clients,  
Members, Level 1 Consultants  
\$50,000 or more BV\*  
2 Director or Above Branches  
(Director Generation 1 must be  
within Level 1, 2, 3, or 4)

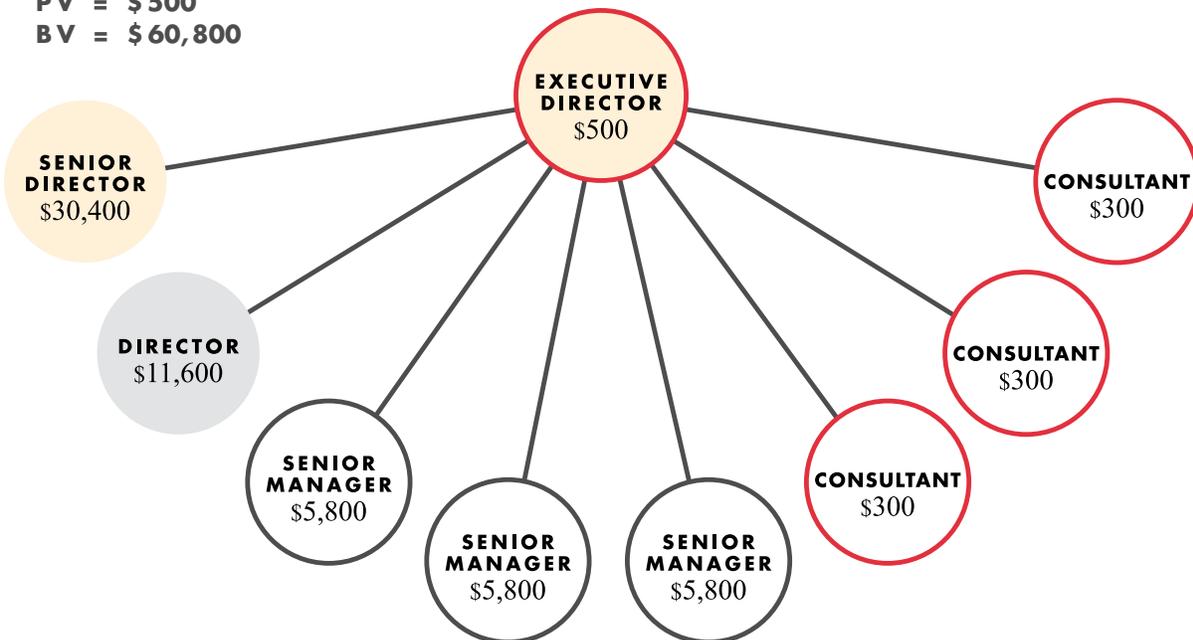
#### REWARDS

25% Retail Profit on Client Orders  
20% Retail Profit on Member Orders  
Up to 10% Personal Sales Bonus on PV  
Frontline Business-BUILDER's Bonus

- \$25 on Level 1 Paid-As Senior Consultants
- \$50 on Level 1 Paid-As Managers
- \$100 on Level 1 Paid-As Senior Managers

9% Level 1 Team Override  
9% Level 2 Team Override  
9% Level 3 Team Override  
7% Level 4 Team Override  
5% Director Generation 1 Override  
5% Director Generation 2 Override  
3% Director Generation 3 Override

PV = \$ 500  
BV = \$ 60,800



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### MANAGING DIRECTOR

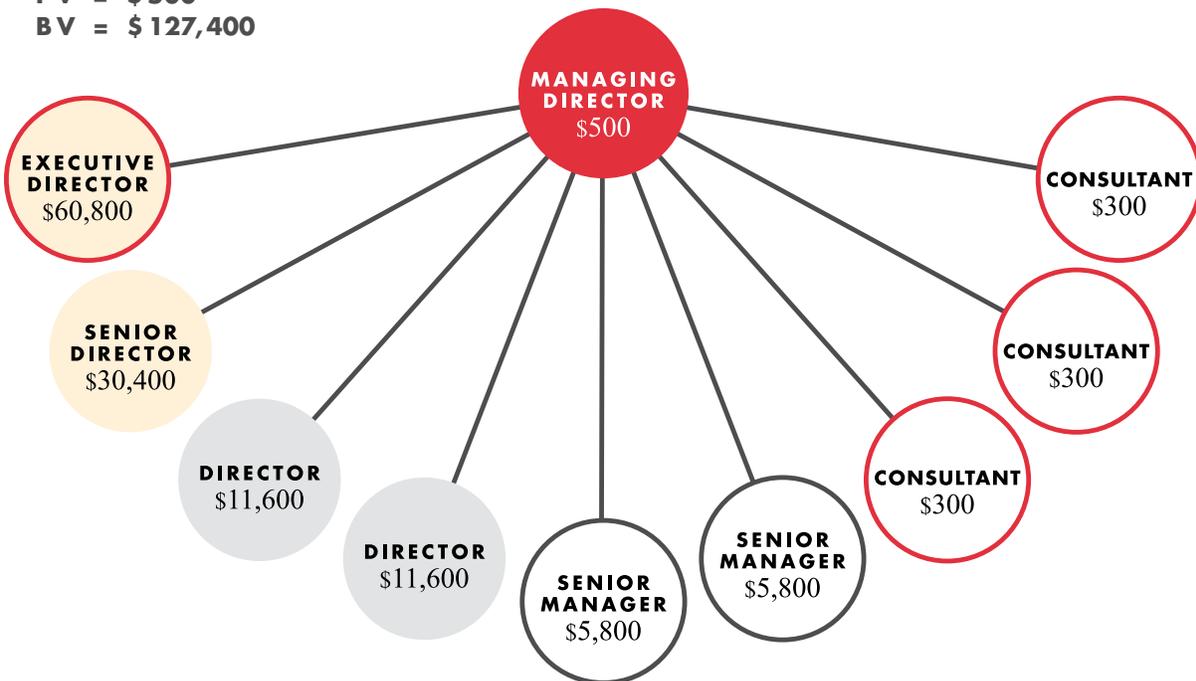
#### TO QUALIFY

- \$500 or more PV
- \$250 or more PV or BV from new Clients, Members, Level 1 Consultants
- \$100,000 or more BV\*
- 4 Director or Above Branches (Director Generation 1 must be within Level 1, 2, 3, or 4)

#### REWARDS

- 25% Retail Profit on Client Orders
- 20% Retail Profit on Member Orders
- Up to 10% Personal Sales Bonus on PV
- Frontline Business-Builder's Bonus
  - \$25 on Level 1 Paid-As Senior Consultants
  - \$50 on Level 1 Paid-As Managers
  - \$100 on Level 1 Paid-As Senior Managers
- 9% Level 1 Team Override
- 9% Level 2 Team Override
- 9% Level 3 Team Override
- 7% Level 4 Team Override
- 5% Director Generation 1 Override
- 5% Director Generation 2 Override
- 5% Director Generation 3 Override
- 3% Director Generation 4 Override

**PV = \$ 500**  
**BV = \$ 127,400**



\*50% Rule: no more than half of the BV for qualification can come out of any single branch.