





# ILC 2012

## Recap Tour

Use it. Share it. Build it.





# Best ILC Ever







45 countries



ARCTIC OCEAN

ANTIC OCEAN

INDIAN OCEAN

PACIFIC OCEAN

ATLAN OCEAN

SOUTHERN OCEAN

SOUTH OCEAN





ARCTIC OCEAN

ATLANTIC OCEAN

INDIAN OCEAN

PACIFIC OCEAN

ATLANTIC OCEAN

SOUTHERN OCEAN

SOUTHERN OCEAN

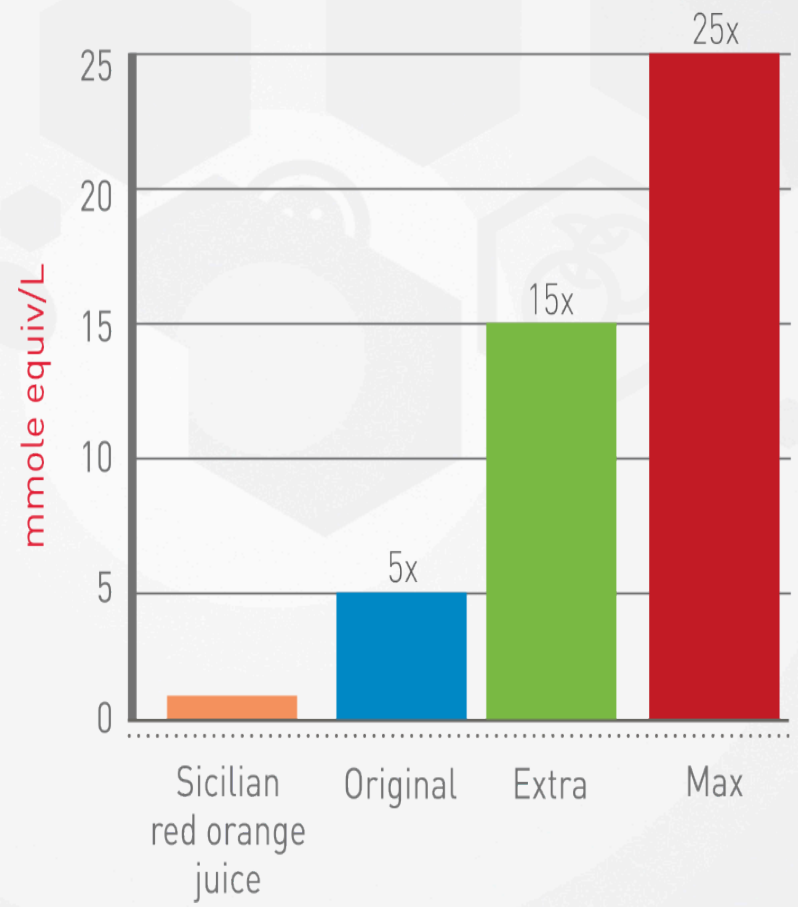




# MIGHTY MAX—WAY MORE THAN JUST JUICE



## ANTIOXIDANT ACTIVITY IN HUMAN SUBJECTS



IVA Ltd. Human Clinical Trial Ural State University Ekaterinburg, Russia: January–March 2012 12 week results. Publication pending.



family

original

extra

max

14  
IRIDOIDS

16  
IRIDOIDS

21  
IRIDOIDS

29  
IRIDOIDS



One benefit

# Synergy from multiple compounds verses one isolated compound



1. Increases benefits
2. Magnifies benefits
3. Potentiates the benefits of other bioactives



# ILC 2013 Announcement



# The Opportunity is better than ever!





# PERSONAL. SOCIAL. BUSINESS.







Socially-oriented business models  
are the way of the future.





# Positioned for Success

While we are positioned for success, we have to build our business with **honesty** and **transparency** for it to happen.





# Three Requirements for True Residual Income



# 1. Product Value





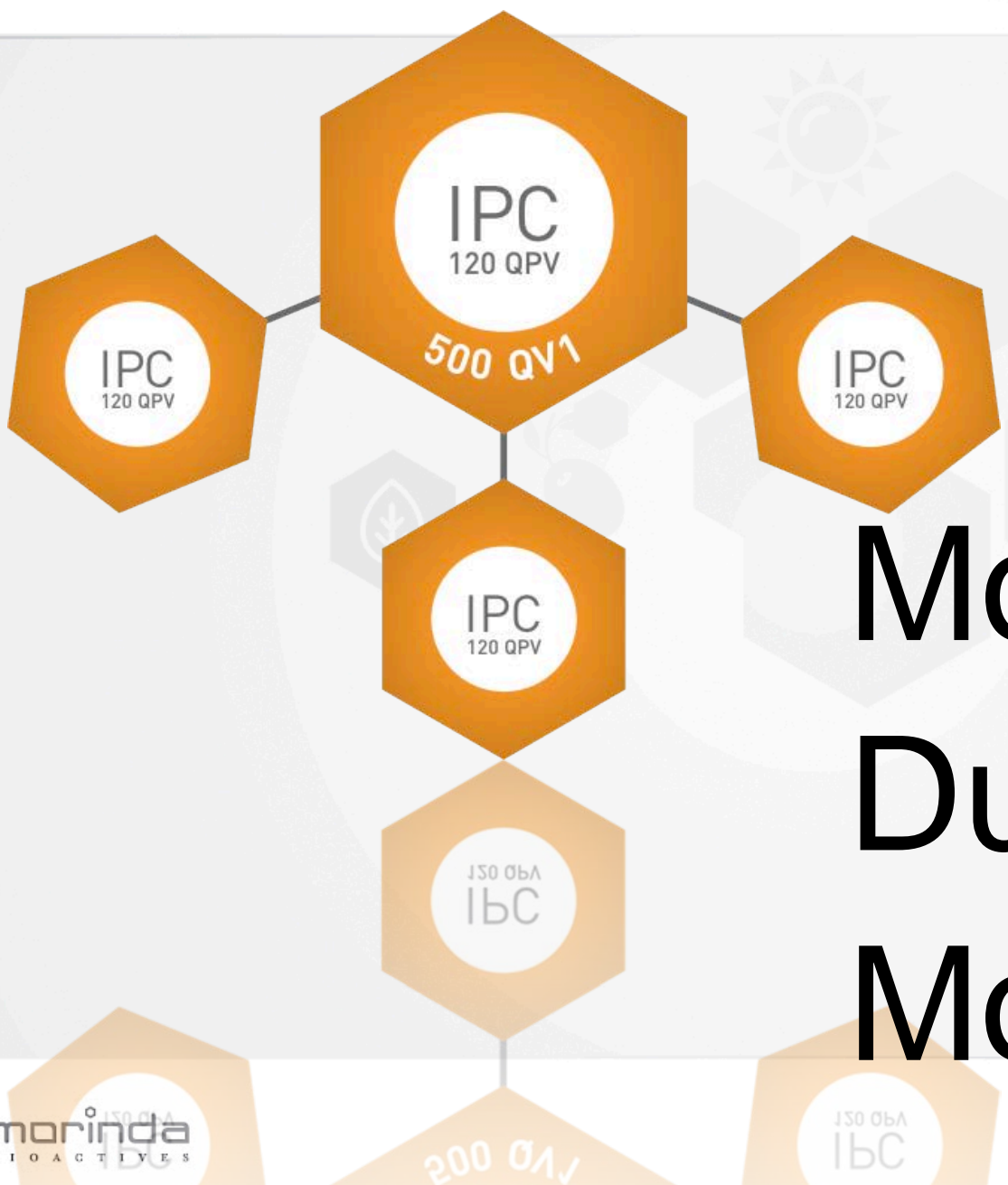
1. Product Value
- 2. Sustainable Duplication Model**



1. Product Value
2. Sustainable Duplication Model
- 3. Aligned Compensation Plan**



Use it.  
Share it.  
Build it.



# Morinda Duplication Model







Fight nature with nature.

**defy**

Your future's looking bright

Introducing two fabulous Defy products that will get your skin glowing in no time.

**Defy One Step Cleanser**  
Simplify the cleansing process. Defy One Step Cleanser gently cleanses your whole face, even the delicate eye area, all in one simple step.

**Defy Triple Action Toner**  
It's time to expect more from your toner. Defy Triple Action Toner not only prepares your skin to absorb treatments, it also contains powerful bioactives that fight the aging process.

**FIT**  
body composition

**Snack. Smarter.**

Introducing Fit Resist bars—packed with powerful bioactives, protein and fiber, it's a perfect alternative to high-sugar, high fat snacks. Who knew being healthy could be so satisfying?

**FIT**



# BIOACTIVE ACADEMY

## Graduates

- Achieve 451% higher ASQV4.
- Enroll 4x as many IPCs and 3x as many customers.
- Purchase 112% more monthly.

my morinda



# *myMorinda.com*

- Combines all of our Morinda websites into one powerful personal website, just for you:
  - Morinda.com
  - goNoni.com
  - NoniOffice.com
  - BioactiveAcademy.com



Jeff Johnson (#3449132)  
[contact me](#)



Don't Just Survive. Thrive.



THRIVE  
ADAPTOGENICS

[View Thrive Site »](#)



Morinda Bioactives Store - Shop our complete line of Bioactive products.



About Morinda Bioactives - Same great company, new attitude.



Jeff Johnson (#3449132)  
[contact me](#)



stories recognition

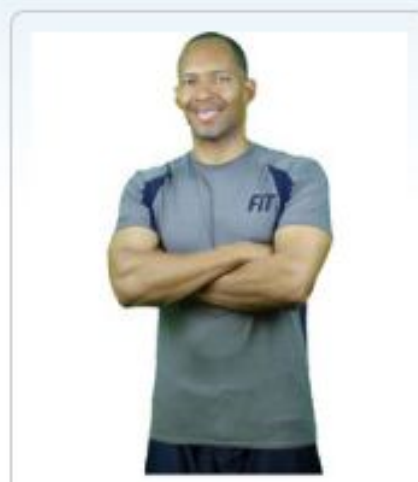
## Bioactivists

Share Your Story!

Fit Defy Bioactive Beverages Business Success Financial Freedom Lifestyle Change



Morinda gave me financial freedom and a new body composition as well.



The FIT Body System is the best way for me to grow my business at a rapid pace.



The Fit Body Composition System is outstanding. It has helped me trim fat and build muscle.



The FIT products helped me lose 4.5% body fat in just 45 days! Seriously, these products work!



Today, my husband and I are earning a stable Morinda income, but we want to help our team get there as well. If we can

# ILC Recap Video







# MARKET-SPECIFIC UPDATES



# morinda

A C C E S S

# Max in our Markets





Bolivia

El Salvador

Ghana

Jamaica

Kenya

Nigeria

Paraguay

South Africa

United Arab Emirates







# Switch to **Max** AutoShip and receive **160 QV!**



# New Morinda Access site

- Basic
- Easy to Navigate
- Not a destination, but rather a conduit

# Recognition – UAE

- NEW JADES

Marat Suleimenov

Tatyana Oskolkova



# Recognition - UAE

Vision Retreat Qualifiers – Rome, Italy

ALEXANDER & EMILIA SAUNIN





# Recognition - UAE



## Morinda Million: 2-Share Earners

Aliya Mussabekova

Saule Filippova

# Recognition - UAE



## Morinda Million: 4-Share Earners

Emilia Saunin

Shakhlo Bakhodurova

Tatyana Oskolkova

Marat Suleimenov

Nina Kapranova

Valentina Marakhovska

Svetlana Ramiz Kyzy Mamedova

# Recognition – UAE

- Morinda Million – Reigonal Top 20

Emilia Saunin





# Morinda Duplication Model



# This is a business



When every IPC creates a  
personal business of

# 500 QV

in volume, everyone has a  
more profitable & solid  
business.

## IPC retention increases dramatically



# This is a business

## Duplicated



# Three Phase Duplication Model



1. **Establish** - Build customer base of 500 QV1
2. **Expand** - Help 3 IPCs do step 1
3. **Explode** - Help 3 IPCs do step 2 and hit JADE

# Phase 1:

## Establish

- ✓ Share products
- ✓ 500 QV
- ✓ \$200 - \$500  
monthly income



***Establish your business***



# Phase 1: **Establish**

Share products:

- In-home presentations
- Brochures
- Websites



# Phase 1: **Establish**



Earn 20-30% on customer purchases.

- Customer Residual
- Personal Rebate

# 2012 Enhancements



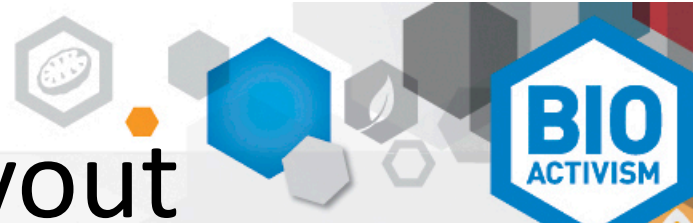
No Changes	2012 Enhancements
IPC Fast Start Bonus	Customer Residual
IPC Unilevel	G&D Bonus
Personal Rebate	
Infinity Bonus	
Black Pearl Bonus	



*Accessible Income, Rewarding 500 points*

# **ENHANCED CUSTOMER RESIDUAL**





# Existing Customer Payout

Customer	Referring Customer – FSB	Referring Customer - UNLV
Generations – Personal	Generations – Personal	Levels - Placement
20%	20%	20%
5%	5%	1%
5%	5%	5%
5%	5%	5%
10%	10%	6%
		6%
		7%
		7%
		8%

**\*All existing Customers and Referring Customers purchases will continue generate commissions as per this plan.**



# New Customer Residual

- Impacts commissions paid from purchases made by all non-IPCs in your downline; enrolled after May 1
- Provides more accessible income for new and inexperienced IPCs to accelerate profitability and improve retention.
- Supports the *Morinda Duplication Model* – 120 Autoship + 500 QV1 in personal business.

# New Customer Residual

If IPC has less than 500 QV1  
in personal business:

**20%**

payout on  
non-IPC volume

IPC  
120 QPV



# New Customer Residual

If IPC has 500+ QV1 in personal business:

**30%**

payout on first 500 points of non-IPC volume



**10% 'raise' on non-IPC volume for getting & maintaining 500 points**



# New Customer Residual



## Customers and Referring Customers

### *Generations – Personal Sponsorship*

	IPC = less than 500 QV1	IPC = 500+ QV1
Generation 1	20%	30%
Generation 2	10%	10%
Generation 3	5%*	5%*
Generation 4	5%*	
Generation 5	5%*	

**\*5% compresses upline to the next IPC who has their 120 Autoship + 500 QV1**



**BIO**  
ACTIVISM

*Bonuses Driving the Model*

# **SIMPLIFIED GROWTH AND DUPLICATION BONUS**

# Phase 1: **Establish**



## Growth and Duplication Bonus

New

Simple

Aligned

Effective: May 1, 2012

# Silver Bonus



## Qualifications

- 120 Autoship
- 500 QV1 in personal business
- 5 AS enrollments
  - Minimum 30+ QV

**3 Shares**

*Available to IPCs with a sign-up date April 1, 2012 or after.*

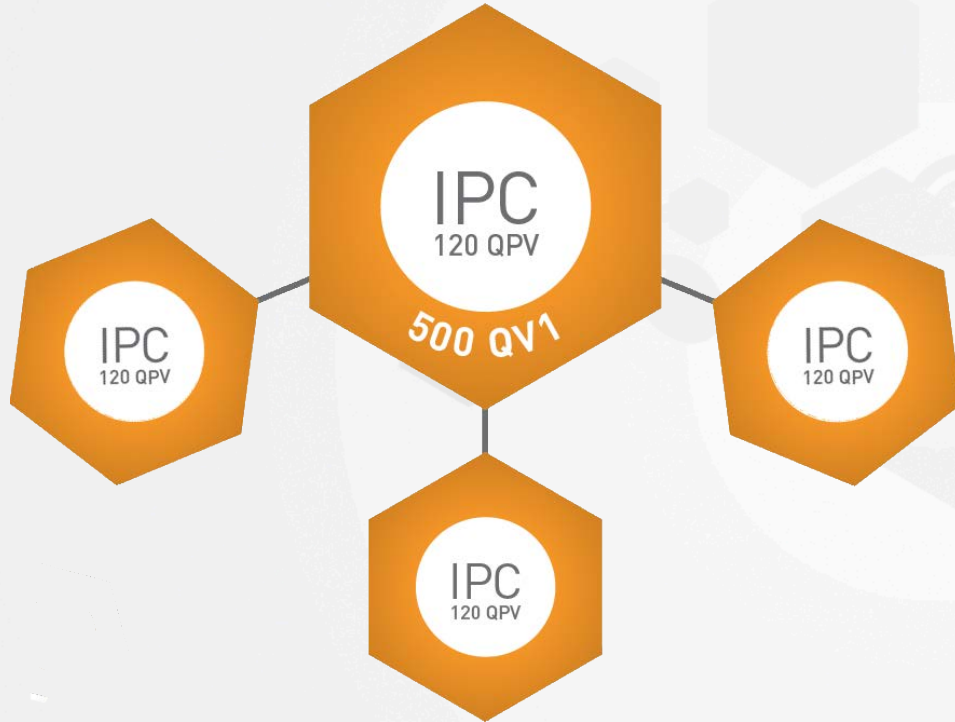


# Phase 1: **Establish**



Your business is now profitable

# Phase 2: Expand



Find & Mentor IPCs

Earn income on your  
customers and IPCs.

\$500 to \$1,000  
income goal

# Gold Bonus



## Qualifications

- 120 Autoship
- 500 QV1 in personal business
- 3 personally sponsored Silver Bonus IPCs



*Available to all IPCs at every title*

**6 Shares**

# Phase 3: **Explode**



Help the IPCs on your team go  
through the  
**Establish and Expand**  
phases.

Qualify as Jade and beyond.



# Phase 3: **Explode**

- Build your business 3 levels and beyond.
- Earn income on a large organization.
- Income goal of \$1,000 to \$10,000 per month.







# Platinum Bonus



## Qualifications

- 120 Autoship
- 500 QV1 in personal business
- 3 personally sponsored Gold Bonus IPCs

**OR....**

*Available to all IPCs at every title*



# Platinum Bonus

## Qualifications

Earn the  
Gold Bonus  
and reach

# JADE

10 Shares



# Growth and Duplication Bonus



The Silver, Gold, and Platinum Bonuses can be **earned one time.**

But there is a new feature to the Growth and Duplication that is **unlimited for all IPCs.**

# Phase 3: **Explode**



Earn unlimited

***Matching Bonuses***

on all of your personally sponsored

# **GOLD & PLATINUM**

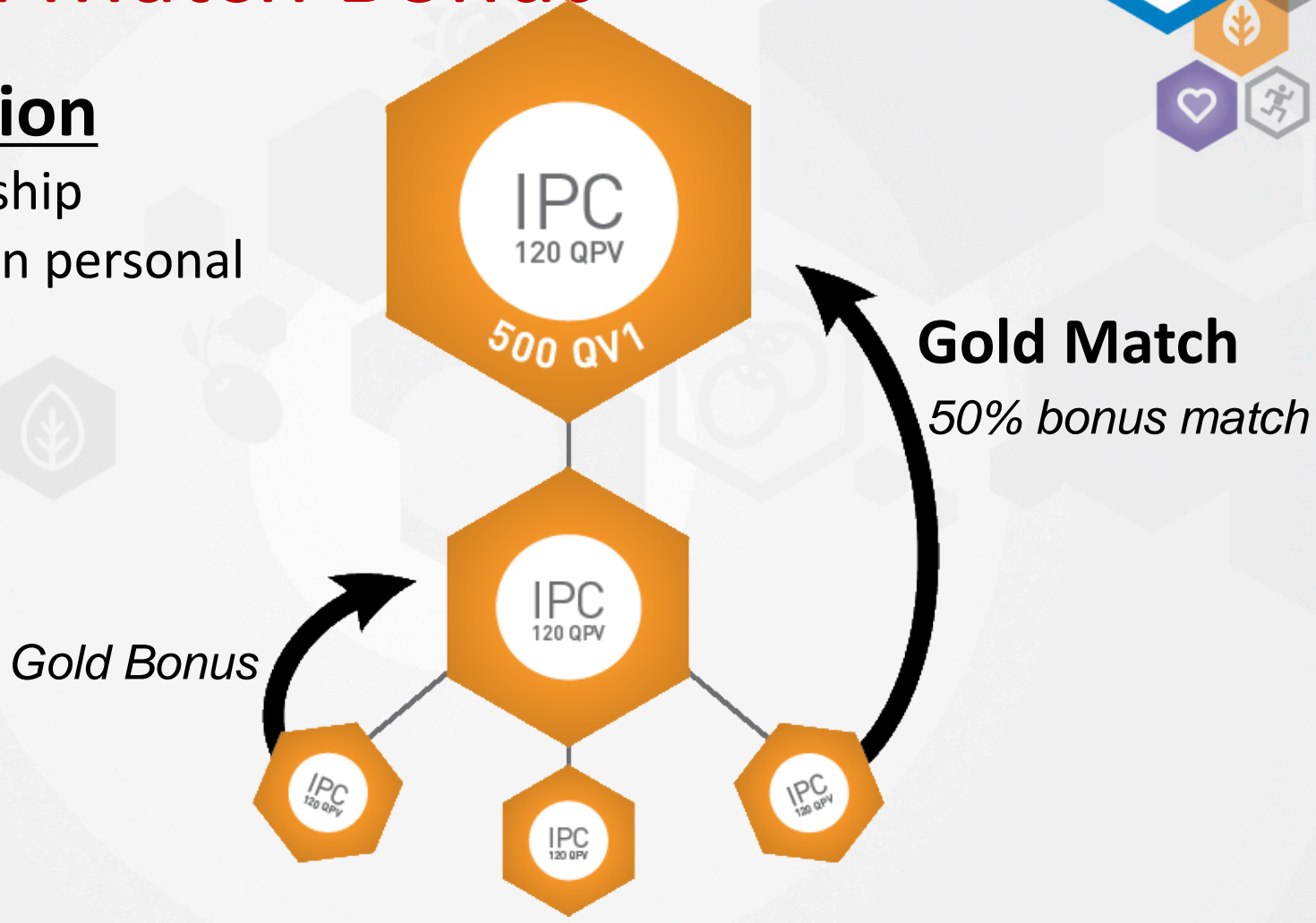
Growth and Duplication Bonus qualifiers!



# Unlimited Gold Match Bonus

## Qualification

- 120 Autoship
- 500 QV1 in personal business



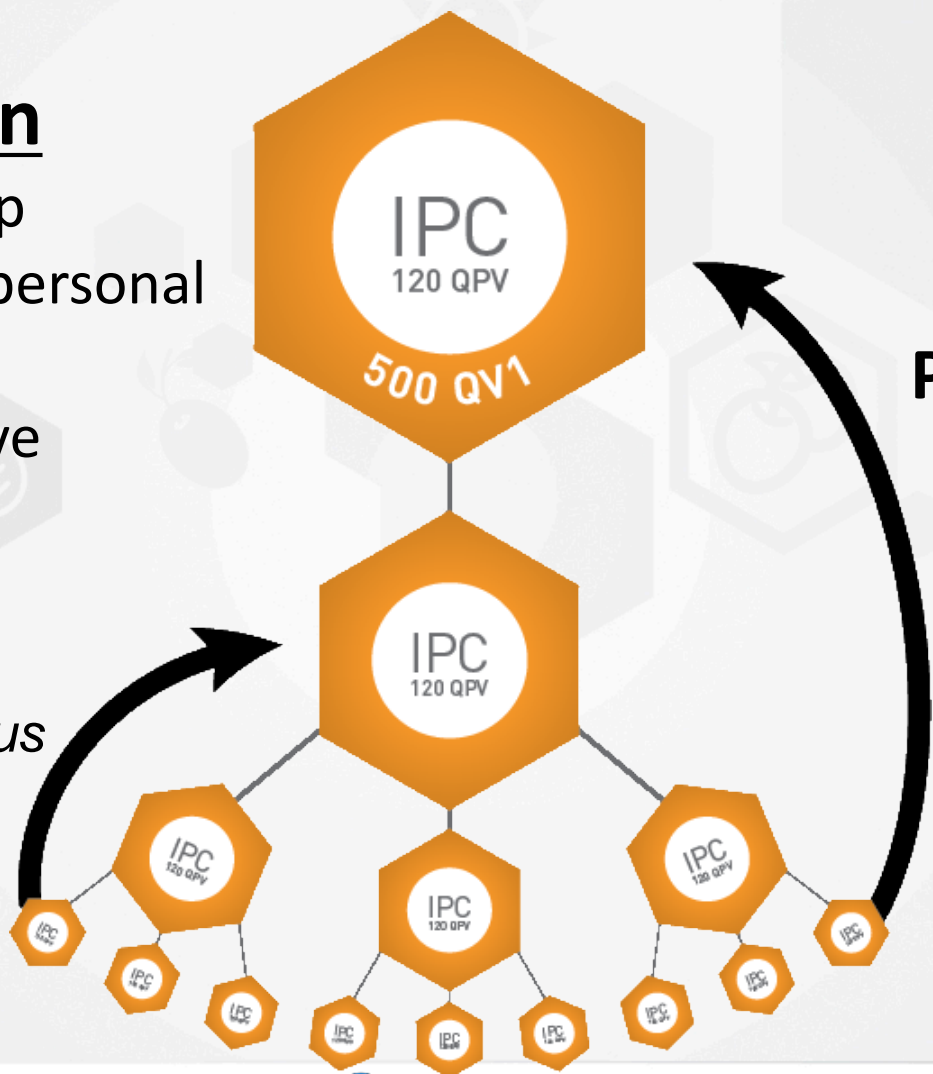




# Unlimited **Platinum Match Bonus**

## Qualification

- 120 Autoship
- 500 QV1 in personal business
- Jade or above



**Platinum Match**  
*100% bonus match*

*Platinum Bonus*

# JADE



Duplication Model + G&D Bonus + Customer Residual

**SEEING IT ALL TOGETHER**

# Aligned Compensation for IPCs



No Changes	2012 Enhancements
IPC Fast Start Bonus	Customer Residual
IPC Unilevel	G&D Bonus
Personal Rebate	
Infinity Bonus	
Black Pearl Bonus	

These enhancements are moves to strengthen the front-end of our plan so more people can get to the powerful back-end of the compensation plan.



# Phase 1: **Establish**

	Establish
Retail Profits	X
Cust Residual	X
FSB	X
G&D Silver	X
G&D Gold	
G&D Platinum	
Unilevel	
Infinity	
Black Pearl	
<i>Monthly Income:</i>	Hundreds





# Phase 2: **Expand**

	Establish	Expand
Retail Profits	X	X
Cust Residual	X	X
FSB	X	X
G&D Silver	X	X
G&D Gold		X
G&D Platinum		X
Unilevel		X
Infinity		
Black Pearl		
<i>Monthly Income:</i>	Hundreds	Thousands

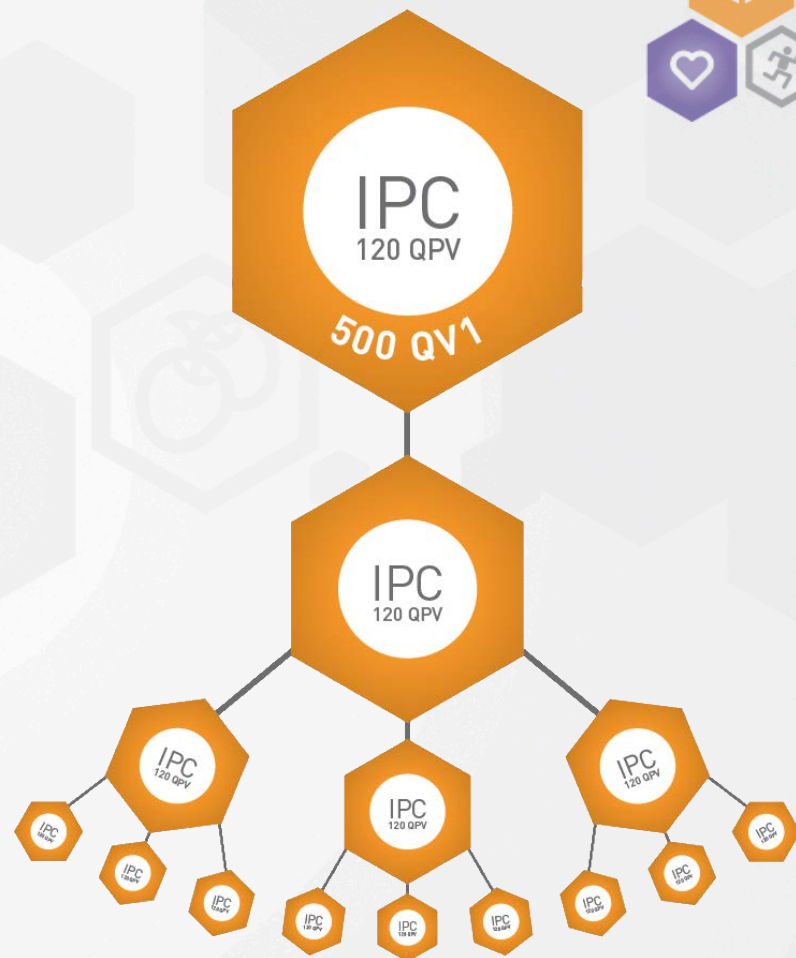






# Phase 3: **Explode**

	Establish	Expand	Explode
Retail Profits	X	X	X
Cust Residual	X	X	X
FSB	X	X	X
G&D Silver	X	X	X
G&D Gold		X	X
G&D Platinum		X	X
Unilevel		X	X
Infinity			X
Black Pearl			X
<i>Monthly Income:</i>	Hundreds	Thousands	Tens of Thousands



## JADE AND BEYOND

# Simple focus

Get 500 points.  
And then teach  
others how to  
do the same.



1. Establish
2. Expand
3. Explode

# Double Gold Bonus



- Qualification
  - Reach the Expand phase two times between May and July.
    - Expand Phase Requirements
      - 120 Autoship
      - 500 QV1 in personal business
      - 3 personally sponsored Silver Bonus IPCs
- Reward
  - Receive the Gold Bonus a second time







# Destination Rome

## Vision Retreat 2012

Join us in **Rome, Italy**



The first 35 IPCs from Western Europe & TNI Access to qualify for this special promotion will be invited to attend  
Vision Retreat in Rome, Italy

September 5<sup>th</sup> – 8<sup>th</sup>, 2012



# How to Qualify



3 month Qualification Period  
May, June and July 2012.

# How to Qualify



## Two steps to qualification:

1. Qualify for the new G&D Gold bonus
2. Build Jade or 5,000 points QV6
  - **New IPCs** (enrolled on or after April 1<sup>st</sup>, 2012):  
Achieve the title of Personal Paid-as Jade in qualification period and maintain it at least two of the three months during qualification period.
  - **Existing IPCs** (enrolled before April 1<sup>st</sup>, 2012):  
Increase QV6 by 5,000 points over the March 2012 QV6 level and maintain it at least two of the three months during qualification.

# Help Someone

# Help yourself

Help someone you personally enroll after April 1<sup>st</sup> 2012 achieve the title of Jade and hit the Gold bonus. When you do, you will personally earn your 5,000 new points QV6.

This business is about helping others. Help them achieve their dreams and you will achieve yours.







Join us in Rome

# What do we do now?

- Get your 500 Points
- Earn your Gold Bonus
- Help someone join us in Rome
- Switch to Max AutoShip when it becomes available in your market





# EMBRACE **BIO** ACTIVISM



Use it. Share it. Build it.

# MORINDA BIOACTIVES