



Guide





Have you ever wondered what is
really important in your life?

Balance, love, health...

We can view all of this as a manifestation of the
energy that permeates us, that we generate, that we
receive and that we can use or even pass on.



What is Energy?

Inspiration, opportunity, mission...

Our energy can guide and help you to make positive changes to matters that are important in your life. To restore physical potency, establish mental balance, share and help, or broaden the horizons of your professional skills. The decision to become part of the Energy Family is the first and most important step for you to take.

Energy is about joy. About feeling good, sharing experiences, offering a broad platform of ideas, and trying to do things better and more honestly. Energy is about the desire to discover and the courage to overcome stereotypes, about curiosity and the determination to find a path to ourselves and others.

About Us...

Energy is an original Czech company, established in 1995. Our approach has allowed us not only effectively combine our own development and production, but also find a unique way to get our products into the hands of our customers.



WHO WE ARE AND WHERE WE ARE HEADED

Innovative nutraceuticals, therapeutic and beauty cosmetics, and veterinary products – all of our products are as natural, gentle and effective as can be. In their development, we maintain a broad platform of ideas and keep track of synergic links between the professional public, medical circles and therapists. We respect the latest scientific advances while drawing on the knowledge and experience of traditional teachings in the philosophy of medicine.

We view our products and our all-round, sensitively-tailored customer care as an inseparable whole. High-quality and in-depth diagnostics, lectures, courses, our own magazines, and professional training are just part of the wide range we regularly provide and expand for all of our clients.

We feel and firmly believe that human contact is irreplaceable in this day and age. That is why we are constantly expanding not only the list of authorised locations where our products and inseparable care can be obtained, but also the countries where we provide these services.

Just as energy knows no bounds, we too are creating a space in which we can move without any restrictions.



OUR VALUES

Every step we take is based on real, meaningful values. We respect balanced results both in products and in business relationships. We have no products that we do not use ourselves and do not give to our children. A team of good people is a prerequisite for any success. We have a passion for nature, a sense of detail, and the joy of a job well done.



OUR QUALITY

All of our products are as natural as can be. Active ingredients largely come from wild harvesting or organic farming. We do not use anonymous suppliers. We strive to recognise the value of all places and people behind the individual medicinal herbs, precious oils, essences and other ingredients used in the manufacture of our products. We are responsible in using only the most selective, purest and most effective active ingredients available to maintain the sheer excellence of our products.

Developments and formulations are always guided solely by the resulting value of products, so that we can look our customers in the eye. We take responsibility for all shortcomings, we learn openly from our own mistakes, and we try to capitalise on these lessons in a way that can only take us forward.

Energy is officially an FDA registered company and all provided statements are EFSA compliant.



OUR COMMITMENT

We never compromise when it comes to our values or quality. Our fundamental priority and prerequisite is for customers to feel good. If, for any reason, that feel-good factor is impaired, we are committed to making a full refund.

Where to get Energy products

As our products are so exceptional, we believe that exceptional means of presenting them to our customers are in order. We have created an attractive sales concept that allows us to make the most of their potential.



ENERGY CLUBS

For us, the sale of a product, while an important part of the overall value, is just the halfway point. It is equally crucial for us to be intimately aware of the client's individual needs so that we can provide sensitive and comprehensive care.

We take the time to listen. We try to get to the bottom of things so that we can offer a solution that will prove effective on a lasting basis. We focus on carrying out high-quality diagnosis, identifying the right treatment, and providing follow-up care. We create a natural space, place and time for the harmony of body and mind. A list of all Energy Clubs, with a constant range of advisory centres, consultations and services, can be found on our website.



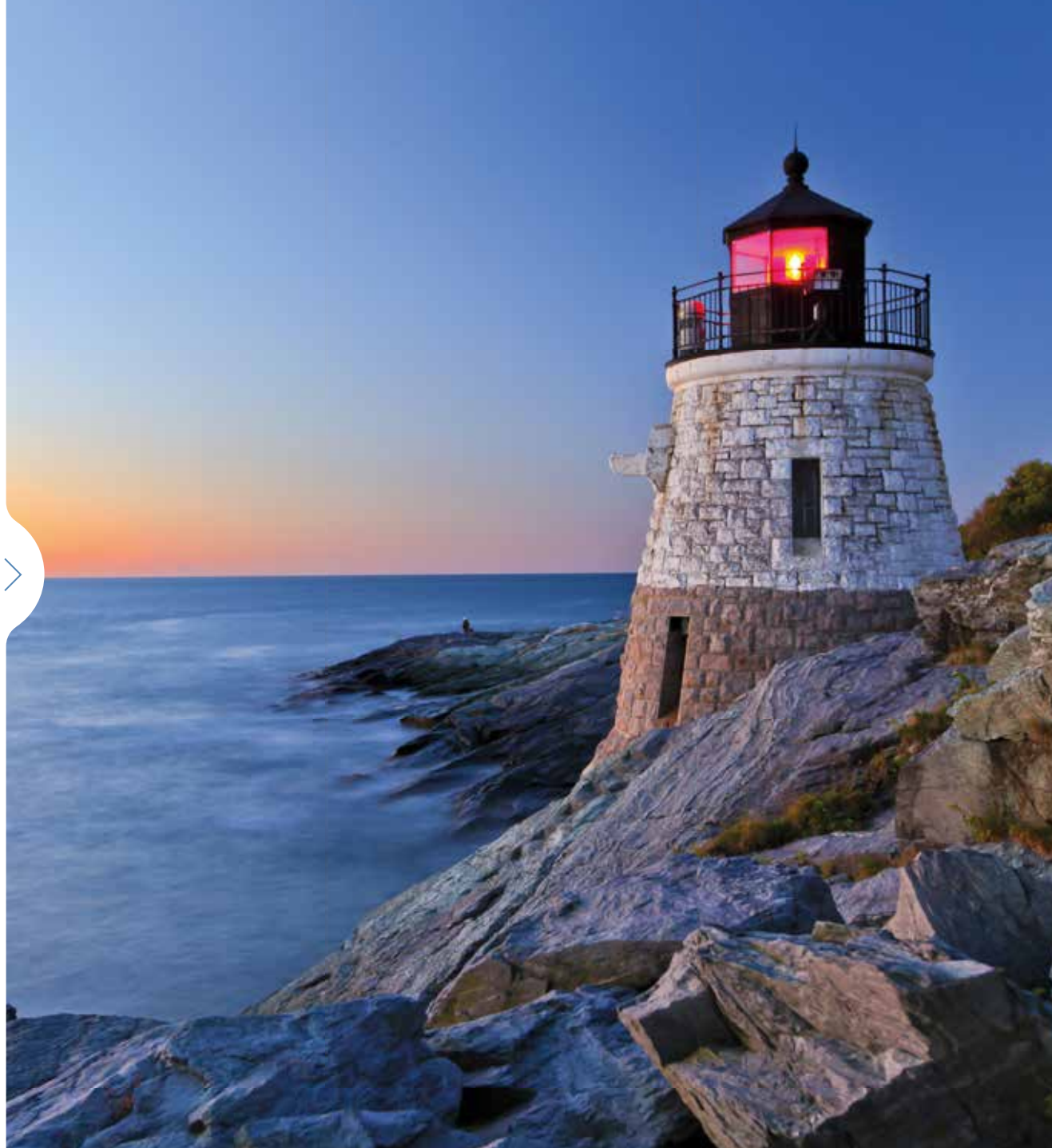
CONSULTATION CENTRES

If you have not found any Energy Clubs in your neighbourhood, there are Consultation Centres available to you that offer sales of our products and arrange for the most popular services.



ONLINE

If time or circumstances prevent you from visiting any of the Energy Clubs or Consultation Centres, you can have the products sent straight to your home. To place your order, please visit the e-shop at www.product.energy.



Join Us

Become a member of our Energy Family to receive a number of premium benefits. Enjoy our products with a professional advice, loyalty program and much more.



BENEFITS

- » Annual membership allowing you to shop for guaranteed member prices
- » Exclusive offers for members only
- » Priority access to professional advice and education
- » SALUS loyalty programme
- » And not least: Shared Bonus

About SALUS loyalty program

This program is designed for members as an extra loyalty bonus. Shop each month for a period of 1 year and get a loyalty bonus. It is entirely up to you in which month of the year you start.

At the end of the period of 12 months, having complied with the condition of the program, your loyalty bonus will be automatically assigned to you.

About Shared Bonus

If you like to share your positive experiences with others, the shared bonus is our sort of reward for creating your Energy Family. Your friends' purchases then creates the basis for your reward "a shared bonus" – by means of an algorithm. You can collect your bonus by applying a discount to your purchases or have it paid into your account, make your membership even more worthwhile.

INTERESTED IN A SHARED BONUS

On www.product.energy/memberships you find all necessary information or at any Energy Club or Consultation Centre our representatives will gladly explain you all important details.

- » The maximum usable discount for one purchase is 50% of the total value of the purchase
- » Your discount does not have to be used all at once
- » The discount validity is one month, always from the first to the last day of the month.
- » You will be notified of the amount of your personal Shared Bonus in your monthly statement, regularly sent to your email, available also in MyOffice at www.product.energy, after you sign in.

Be a PRO

Have our products appealed to you and made you want to handle them professionally? The PRO position is suitable for anyone who wants to broaden their horizons and opportunities for active collaboration by harnessing their own success with our products. If you are a doctor, a therapist, or a beautician, or if you want to build up your own network of active partners, our business plan will give you the right motivation and solution.

THE BUSINESS MODEL IN A NUTSHELL

Effective direct sales, an inspirational franchise, network marketing – all these and more have enabled us to create a unique ENERGY CLUB CONCEPT. This business model is based on the mutual synergy of our authorised partners with our customers. Combining with our experts, it forms a perfectly synchronised ecosystem that has grown and developed organically for more than 25 years.

BENEFITS

- » Annual partnership allowing you to shop for PRO prices
- » Priority access to professional advice
- » Education and professional events
- » Full business plan

INCOME

In principle, total income consists of three separate parts.

I. INSTANT INCOME

Instant earnings comprise a gross margin of approximately 40%, which is fixed by the price list and is a PRO's immediate income.

II. COMMISSION ON OWN TURNOVER

You are entitled to an additional commission 3-21% depending on the turnover that you and your entire ENERGY FAMILY have reached in the commission chart for the current calendar month (see commission chart on the next page).

III. ENERGY FAMILY COMMISSION

In the long run, it is this third component, the "ENERGY FAMILY commission", that offers the most promising returns. It is generated not only by your own performance, but also by the turnover of your entire ENERGY FAMILY.

The basis when determining commission is point-based turnover.

One point is worth 0.80 USD



COMMISSION CHART

commission (%)	points	turnover (USD)
0%	0-99	0-79
3%	100-399	80-319
6%	400-799	320-639
9%	800-1.599	640-1.279
12%	1.600-3.199	1.280-2.559
15%	3.200-5.999	2.560-4.799
18%	6.000-11.999	4.800-9.599
21%	12.000 or more	9.600 or more

EXAMPLES

a) A Member commission calculation

A member who has no Energy Family buys goods for \$ 490.

I. The immediate margin on retail price generates approximately **\$196**.

II. Turnover of \$ 490 is equal to 612 points.

This member is hence entitled to 6% commission from his own points turnover, 6% of 612 points= 37 points represents **\$ 30**. **The total income is \$ 226**.

b) A PRO commission calculation

A PRO with an Energy Family realizes personal purchase for \$620 = 775 points (6% level). Direct sponsored (first-line) partners (PROs A to C) make, along with their Energy Families, the following turnovers:

A:	3.300 points (15% level)
B:	1.000 points (9% level)
C:	9.000 points (18% level)
Total:	13.300 points (21% level)

Commission calculation:

You and your Energy Family make together total turnover of $775 + 13.300 \text{ points} = 14.075 \text{ points}$.

Consequently, you together with your Energy Family have achieved a turnover in points that equals to a 21% level.

Your Income will consist of:

I. The immediate margin on retail price generates approximately **\$ 248**.

You are hence entitled to 21% commission from your own points turnover, 21% of 775 points = 163 points represent **\$ 130**.



Energy Family commission

This commission is calculated as the difference between the level of your percentage and the percentage level of all your directly sponsored members and their entire ENERGY FAMILIES.

» You – A, i.e. $21\% - 15\% = 6\%$ from point-based turnover A, i.e. 6% of 3,300 points = 198 points
» You – B, i.e. $21\% - 9\% = 12\%$ from point-based turnover B, i.e. 12% of 1,000 points = 120 points
» You – C, i.e. $21\% - 18\% = 3\%$ from point-based turnover C, i.e. 3% of 9,000 points = 270 points
TOTAL: 588 points

At a per-point rate of \$ 0,80, your Energy Family commission will be **\$ 470.**

Total commission consists of immediate margin on retail price + own points commission + Energy Family commission.

Your total income: \$ 848.

Management commission

Advanced premiums has been created for top managers who have reached the 21% level in the commission chart and meet precisely specified conditions.

Level 1

The following management commission will be paid to PRO's from the directly sponsored 21% group (i.e. the first line):

1. 2% commission for residual turnover of 4.000 points
2. 5% commission for residual turnover of 8.000 points or if at least two 21% groups have been created

Level 2

A 2% management commission is payable to PRO's from the indirectly sponsored 21% group (i.e. the second line), provided that they meet the conditions for the award of Management Commission I.

Level 3

A 1% management commission is payable to PRO's from the indirectly sponsored 21% group in the third line, provided that they meet the following conditions:

1. the creation of two directly sponsored 21% groups in the first line and, simultaneously, attainment of a residual turnover of 12.000 points
2. the creation of three directly sponsored 21% groups in the first line



Dynamic bonus

At the beginning of cooperation, the costs are higher than the profits.

A one-off bonus set has been prepared to compensate for these costs, provide greater motivation and help members to create an enduringly stable structure that will provide them with a balanced income.

9% dynamic bonus

A one-off bonus of USD 500 for members who meet the following conditions:

- » first attainment of the 9% level
- » maintenance of the position and conditions for four consecutive nomination months
- » the Energy Family structure must have at least six first-line registered clients (members or PRO's)
- » of which at least three at the 3% level

12% dynamic bonus

A one-off bonus of USD 700 for members who meet the following conditions:

- » first attainment of the 12% level
- » maintenance of the position and conditions for three consecutive nomination months
- » the Energy Family structure must have at least one 3% branch and two 6% branches in the first line

15% dynamic bonus

A one-off bonus of USD 1.000 for members who meet the following conditions:

- » first attainment of the 15% level
- » maintenance of the position and conditions for three consecutive nomination months
- » the Energy Family structure must have at least one 9% branch and two 6% branches in the first line

18% dynamic bonus

A one-off bonus of USD 1.500 for members who meet the following conditions:

- » first attainment of the 18% level
- » maintenance of the position and conditions for three consecutive nomination months
- » the Energy Family structure must have at least one 12% branch and two 9% branches in the first line

21% dynamic bonus

A one-off bonus of USD 3.000 for members who meet the following conditions:

- » first attainment of the 21% level
- » maintenance of the position and conditions for three consecutive nomination months
- » the Energy Family structure must have at least one 15% branch, one 12% branch and one 9% branch in the first line

EXPLANATIONS OF TERMS USED

ENERGY FAMILY

Energy Family represents your own network of all registered members and/or PROs within the Energy database.

21%GROUP

A 21% group comprises a PRO along with all of his/her PROs, whose group turnover has exceeded 12.000 points.

DIRECTLY SPONSORED 21% GROUP

A directly sponsored 21% group is a group created by a PRO who you have personally brought to your Energy Family (first line), and this PRO has reached a commission level of 21% thanks to his/her group's turnover.

INDIRECTLY SPONSORED 21% GROUP

An indirectly sponsored 21% group is a group that has been formed under you by a directly sponsored 21% group, i.e. two or more 21% of your groups have formed vertically in your Energy Family.

RESIDUAL TURNOVER

Residual turnover is turnover that remains after the turnover generated by your directly sponsored 21% group has been deducted.

ENERGY MyOFFICE

All Energy members and PROs have the opportunity to use their personal online office called MyOffice, which offers the following overviews:

- » up-to-date information on the level reached in the commission chart
- » full overview of own Energy Family and its performances
- » detailed information on the last monthly settlement
- » an overview of past periods, including graphics

You will receive your own personal Energy password in your welcome email. Additionally, you can ask for a password online. This password is unique and protects your confidential information.

SEVERAL IMPORTANT POINTS TO END WITH

Pay close attention to our Terms & Conditions and the Privacy Statement.

The Terms & Conditions and the Privacy Statement are fully binding for all members and PROs. If necessary, they are available at www.product.energy.



www.product.energy