

# Guide

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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 to 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 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-encompassing, sensitively-tailored customer care as an inseparable whole. High-quality and in-depth diagnostics, lectures, courses, our own magazines, and professional training is just part of the wide range of services we regularly provide and continue to expand for all 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 authorized locations where our products and comprehensive care can be obtained, but also the countries where we provide these services.



## 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 for detail, and the joy of a job well done.



## OUR QUALITY

All 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 recognize 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 for 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 the products.

Energy is an FDA officially registered facility 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 to be at our best for our customers.

# Where to get Energy products

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



## ENERGY CLUBS

While the sale of a product is an important part of the overall goal, for us, it is just the halfway point. It is equally crucial for us to be closely 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 providing high-quality advice, identifying the right support, 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, which provide a constant range of advisory centres, consultations and services, can be found on our website.



## CONSULTATION CENTERS

If you have not found any Energy Clubs in your neighborhood, there may be Consultation Centers available to you that offer sales of our products and arrange for the most popular services. All information details are available on [www.product.energy](http://www.product.energy).



## ONLINE

If time or circumstances prevent you from visiting any of the Energy Clubs or Consultation Centers, you can have the products sent straight to your home.

To place your order, please visit the e-shop at [www.product.energy](http://www.product.energy).



## Join Us

When you become a member of our Energy Family, you receive several premium benefits. You can enjoy our products, receive professional advice, participate in our loyalty program and much more.





## BENEFITS

- » Annual membership allows you to shop for guaranteed member prices
- » Access exclusive offers for members only
- » Receive priority access to professional advice and education
- » Participate in the SALUS loyalty program
- » And not least: Qualify for the Shared Bonus

## ABOUT THE SALUS LOYALTY PROGRAM

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

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

## ABOUT THE SHARED BONUS

If you like to share your positive experiences with others, the shared bonus is your reward for creating your Energy Family. Your friends' purchases then create, using an algorithm, the basis for your reward - „a shared bonus“. You can collect your bonus by applying a discount to your purchases or have it paid into your account, making your membership even more worthwhile.

## INTERESTED IN A SHARED BONUS?

On [www.product.energy/memberships](http://www.product.energy/memberships), you can find all the necessary information or at any Energy Club or Consultation Center, our representatives will gladly explain all the 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](http://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 authorized partners with our customers. Combined with our experts, it forms a perfectly synchronized ecosystem.

## 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, from 3% up to 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

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

### 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 purchases 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 points = 14.075 points.

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

Your income will consist of the immediate margin on retail price which generates approximately **\$248**.

You are hence entitled to 21% commission from your own points turnover, 21% of 775 points = 163 points resulting in **\$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 have 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 PROs 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 PROs from the indirectly sponsored 21% group (i.e. the second line), if they meet the conditions for the award of Management Commission I.

### Level 3

A 1% management commission is payable to PROs from the indirectly sponsored 21% group in the third line, if 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 our working together, 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 \$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 PROs) of which at least three are at the 3% level

### **12% dynamic bonus**

A one-off bonus of \$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 \$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 \$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 \$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 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 of your 21% 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 account overviews:

- » up-to-date information on the level reached in the commission chart
  - » full overview of your 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. They are available at [www.product.energy](http://www.product.energy).





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