



2024
Shaklee Incentive Booklet
(U.S.)

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Terms and Conditions

The Shaklee Statement of Privileges and Responsibilities of Shaklee Family Members ("P&R") is the legal document that outlines the policies and procedures that govern the relationship between you and the Company. You can find the P&R at: <https://images.shaklee.com/library/DreamPandR-201812.pdf>. In the event of a conflict between this document and the P&R, the P&R governs. Shaklee reserves the right to modify all or part of this document on notice to Ambassadors by posting in the Member Center as provided in the P&R.

Definitions

All capitalized terms have the meanings set forth in the Statement of Privileges and Responsibilities of Shaklee Family Members (P&R) unless otherwise specified in this document.

Company's Right to Change/Cancel Incentive Programs and/or Terms

Shaklee (the company) has the right to alter, limit, or modify the structure or any other feature of any Incentive Program described in this Incentive Booklet. The Company reserves the right to terminate any Incentive Program at any time, for any reason, without prior notice. Your continued participation in any Incentive Program will confirm your acceptance of such modifications. The Company reserves the right to monitor the activities of all participants for compliance with Incentive Program terms and conditions. All interpretations of Incentive Program terms and conditions are at the Company's sole discretion, and the Company's decisions will be final. In the event of any discrepancy between the English version and any translated version of any Incentive Program rules, the English language version will govern.

Audit Rights

Shaklee reserves the right to audit any activity, for any reason. If there appears to be deception and/or unethical business practices by those in qualification for any Incentive, they will be disqualified, and further action may be taken for breach of the P&R. Examples include but are not limited to shared addresses, forms of payments and shared bank accounts.

Paper Ambassadors

Anyone creating and/or placing product orders through fake Ambassador/Business Leader accounts, or using the credit card of another person without their permission, or otherwise attempting to manipulate or game any incentive program will be subject to all remedies for breach of contract set forth in the P&R, up to and including termination. See the Paper Ambassador provisions of the P&R.

Trademarks

All trademarks are the property of their respective owners.

Earnings Opportunities

Shaklee makes no promises or guarantees regarding additional income and other earnings opportunities, and the success or failure of each Shaklee Ambassador, like with any other business opportunity, depends on your own skills and personal effort. The actual financial results of all Shaklee Ambassadors for the preceding year are contained in the Shaklee [Average Earnings Chart](https://us.shaklee.com/earnings) that can be found at: <https://us.shaklee.com/earnings> which does not include Ambassador costs.

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Shaklee Ambassadors do not earn compensation for recruiting or sponsoring other Shaklee Ambassadors. For full details about the Shaklee Compensation Plan, speak to your Shaklee Ambassador or visit [Shaklee.com](https://www.shaklee.com).

P&R Provisions

In order to participate in any Incentive Program, you must be in compliance with all provisions of the Statement of Privileges and Responsibilities of Shaklee Family Members (P&R), including, but not limited to, the following:

Chapter 1, Other Director Requirements Section

Although Business Leaders may share the expense of office space and one Business Leader may help another through temporary difficulties (but not on a continuing or indeterminate basis), Business Leaders may not prop up a sham or "paper" Business Leader through diverted orders or other devices. "Paper" Business Leaders are those who are Business Leaders in name only and do not actively operate their Shaklee businesses but allow other Business Leaders to sustain and direct their sales leadership functions. This prohibition applies to all Business Leader ranks.

Chapter 3, Export/Import Policy Section (applicable to U.S. Shaklee Family Members)

The products of Shaklee U.S., LLC have been formulated, manufactured, and labeled to comply with U.S. regulatory requirements. The Shaklee products formulated, manufactured, and labeled to comply with the laws of other countries, including Canada, do not necessarily comply with U.S. regulatory requirements. Therefore, Shaklee Independent Ambassadors may not, directly or indirectly, export the products of Shaklee U.S., LLC for resale in another country, nor may a Shaklee Independent Ambassador directly or indirectly import Shaklee products from another country for resale within the United States. Shaklee U.S., LLC will not honor any product guarantee or warranty for products sold in violation of this provision, and any Shaklee Family Member or Shaklee Independent Ambassador engaging in such sales will be solely responsible for the products and any related claims or complaints.

Shaklee Independent Ambassadors may, however, sell and ship Shaklee products to purchasers in other countries where Shaklee does not do business for the purchaser's personal use only, and not for resale to others. If Shaklee operates a business in any market, products of another country may not be shipped to that market for any purpose whatsoever.

Star Club Bonus

Earn a \$75 Star Club Bonus each time you have \$500 in product sales from new people in a calendar month with at least (3) new enrollments. There is no limit to the Star Club Bonuses you can earn each month while sharing Shaklee products.

- Do it again in the same calendar month, and you'll earn another \$75. That means if you have \$1,000 in product sales from new people in a month with at least (6) new enrollments, you will earn a total of \$150 in Star Club Bonuses. We'll reward you every time!



New Enrollments

- A new enrollment is a Retail Customer, Member, or Ambassador that places their first product order of any size.
- You must be the Original Sponsor (at the time of purchase) of the new Member or Ambassador on their first purchase.
- The Retail Customer's order must be first level to you.
- The count of new Retail Customers, Members, or Ambassadors starts over with each calendar month, so you must sponsor at least three new Customers, Members, or Ambassadors in the month, with a total of \$500 of product sales to earn a Star Club Bonus.

Product Sales from New People

- Product sales from new people includes the **first** purchase a new Customer, Member, or Ambassador places at their purchase price (excluding taxes, shipping, non-PV items, and join kits) in the month they are sponsored.
- The first product order placed counts. Any subsequent orders placed do not count toward product sales from new people for Star Club Bonuses.
- You must have a minimum of \$500 in sales from new people, plus a minimum of (3) new enrollments in a calendar month to earn a Star Club Bonus.

Eligibility

- Star Club Bonuses can be earned by a new or existing Ambassador, Associate, or Business Leader. You must be the Original Sponsor (at the time of purchase) of the new Member, or Ambassador on their first purchase. Retail Customer first purchases must be first level to the Ambassador, Associate or Business Leader.
- There is no limit to the bonuses you can earn each month.
- You do not have to be bonus eligible (with a 100 PV personal order) to earn a Star Club Bonus.
- In the event the Original Sponsor is a Member or is no longer active, the new join order will count for the next eligible Original Sponsor.

New Ambassadors

- The month you become an Ambassador, you are given the remainder of that month, plus a full calendar month, to get at least \$500 in sales from join orders with at least (3) new enrollments and earn a \$75 Star Club Bonus.

Star Club Payments

- Star Club Bonuses will be paid weekly (processed on Wednesday, deposited on Thursday), accompanied by a new Report in the Back Office that details bonuses included in each weekly payment.
- Shaklee generally pays bonuses monthly; however, Star Club Bonuses are paid weekly, when you are registered for direct deposit of your bonuses. Qualifiers without Direct Deposit will be paid in their monthly Bonus/Commission check.

Terms and Conditions

All Terms and Conditions set forth on pages 3 – 4 of this Incentive Booklet apply to Star Club Bonuses.

VIP Elite Program

Grow and be celebrated with progressively bigger experiences and rewards in our expanded and enhanced VIP Elite Program.

VIP Elite is an inspiring points program that your whole team can participate in! It recognizes and rewards the activities that build strong businesses – new customer sponsoring, retaining customers, and building your team by sharing Shaklee products.

The program is divided into four tiers or status levels. Each month during the year, you earn points for business-building activities that can add up to exciting rewards. The more points you earn, the higher your tier, the bigger and better your rewards!



Shaklee 2024 Incentives

Program Overview

- Combined Recognition and Incentive Program.
- All incentive trips and quarterly incentives are part of the program.
- Points-based, annual program. Accrue points between January – December of each year. Points reset every calendar year.
- Earn points by sponsoring new people, retaining customers, and building your team by sharing products.
- Four recognition tiers with progressively higher levels of reward!

How to Qualify

	BRONZE	SILVER	GOLD	PLATINUM
VIP Elite Points	250 points	350 points	600 points	1,000 points
Paid As Rank	Director	Director	Coordinator	Exec. Coordinator
VIP Elite Trip	1 person	2 people	2 people + perks	2 people + more perks

Earn enough VIP Elite Points and complete these additional qualifications to earn a VIP Elite Tier:

- Sponsor at least two new Ambassadors.
- You must be a Paid As Director or higher for at least four consecutive months within the Qualification Period.
- For Gold Elite you must be a Paid As Rank of Coordinator or above for at least one month during the Qualification Period. For Platinum Elite you must be a Paid As Executive Coordinator or higher for at least one month during Qualification Period.

How to Earn Points

You can earn points in different categories tied to the growth, sponsoring, retention and team building activities: Star Club Bonus, Ambassador Sponsoring, New 2024 Ambassador Activity, Personal Team Volume Growth, Rank Advancement, and Business Leader Development.

Sponsoring

Star Club Bonus Category

Earn 10 points each time you earn a \$75 Star Club Bonus. You earn a \$75 Star Club Bonus each time you have \$500 in product sales, from people that place their first order in a calendar month, with at least (3) new enrollments.

Please refer to the Star Club section of this document for the official rules as to how to earn the \$75 Star Club Bonus.

Star Club Bonus Points	Points
Earn a \$75 Star Club Bonus	10

A maximum of 120 points in this category will count towards Bronze and Silver Elite. A maximum of 300 points in this category will count towards Gold and Platinum Elite.

Ambassador Sponsoring Category

When you sponsor a brand-new Ambassador, or upgrade an existing Member to Ambassador, with an order of \$100 or more (after all promotional discounts are applied and excluding taxes, fees, shipping) you will earn 5 VIP Elite points. The Original Sponsor of the Ambassador is awarded the VIP Elite points.

Ambassador Sponsoring Points	Points
Sponsor a new Ambassador	5

A maximum of 60 points in this category will count towards Bronze and Silver Elite. A maximum of 120 points in this category will count towards Gold and Platinum Elite. Reminder - You must sponsor a minimum of 2 Ambassadors during the qualification year.

If a new Ambassador returns their join order or becomes inactivated, the Ambassador Sponsoring Points will be removed from this category.

Retention

New 2024 Ambassador Activity Category

Get your new Ambassadors to share Shaklee with new people totaling \$500 in product sales. When new 2024 Ambassadors get a cumulative total of \$500 in product sales from new Retail Customers, Members and/or Ambassadors you will earn 15 VIP Elite points. No minimum order size required.

New 2024 Ambassador Activity Points	Points
New 2024 Ambassador accumulates \$500 in product sales to new people	15

A maximum of 150 points in this category will count towards Bronze and Silver Elite. A maximum of 300 points in this category will count towards Gold and Platinum Elite.

You must be the Original Sponsor of the new 2024 Ambassador to be awarded the VIP Elite points.

The product sales from Retail Customers, Members and Ambassadors include the purchase price paid (excluding taxes, shipping, non-PV items, and join kits). When your new 2024 Ambassador shares Shaklee products with new Retail Customers, Members or Ambassadors, their cumulative product sales count towards this category.

Example 1: Business Leader Bradford sponsors Briana as a new Ambassador in January 2024. Briana sponsors Tyler as a new Member and Emma as a new Ambassador. Tyler places a \$100 product order in February and another \$100 product order in April. Emma places a \$150 order in February and another \$150 order in March. Bradford earns 15 points in this category because Briana accumulated a total of \$500 in product sales to new people.

Example 2: Business Leader Ava sponsors Aroosha as a new Ambassador in March 2024. Aroosha sponsors Skyler as a new Member. Skyler places a \$150 Loyalty Order and continues to get this order shipped every month for the rest of the year. Ava earns 15 points in this category because Aroosha accumulated more than \$500 in product sales.

Personal Team Volume Category

Each month you grow your Personal Team Volume by 250 or more, over your 2023 Monthly Personal Team Volume (PTV) average, you will earn 10 points.

Personal Team Volume Points	Points
Each month you are above your PTV base by 250+	10

How is PTV Calculated?

PTV is a volume measurement you can see on your dashboard. It adds up all the volume from purchases made by:

- Your personal purchases (up to 500¹ QV)
- Your Customer and Member purchases
- Your 1st Level Ambassadors & their Customers, regardless of rank²

Note: This is volume from purchases made from anyone in these groups, regardless of when they enrolled with you.

Why use PTV?

Our incentives should help you drive volume growth in your business. PTV measures the volume that is closest to your 'sphere of influence' – the volume you have the greatest control over (and ability to impact). To help you understand the difference between PTV and PGV, please reference the VIP Elite Program Shaklee News and Events article to learn more about PTV and watch the PTV training video.

Monthly PTV Average Base

Your monthly PTV Average Base is the greater of:

1. The average monthly PTV from January 2023 through December 2023 PV months with the highest and lowest month removed from the average calculation or
2. 2,000 PTV.

Example 1: Business Leader Alan had a total of 30,100 PTV in 2023. His highest PTV month was 4,000 and his lowest PTV month was 2,000. Once we removed the highest and lowest months, his adjusted total PTV is 24,100, divided by 10, equals 2410 PTV. His PTV Monthly Base is 2410 so he will earn points each month he has at least 2660 PTV or more.

Example 2: Business Leader Elena had a total of 8,562 PTV in 2023. Her PTV Monthly Base will be 2000 because that is the minimum PTV for this category. She will earn points each month she has at least 2250 PTV or more.

¹ Qualifying Volume (QV) - Each Shaklee product is assigned a point value referred to as QV. PV and QV are currently the same value in the Legacy and Dream Plans.

² 500 QV per Ambassador cap is waived through June 2024.

Note: For a new join during 2023, the Monthly PTV Average base calculation may vary depending on the number of months you were an Ambassador or higher in 2023.

Team Building

Rank Advancement Category

To earn Rank Advancement Points, you must achieve the new Paid As Rank and maintain for three additional consecutive months (for a total of four consecutive months)³, without personal use of Volume Grace Months or waivers, during this incentive year.

Two-Year Incentive Rule

New rank is determined according to the Two-Year Rule, meaning that the rank achieved must meet one of the following criteria:

- A first-time, never-before-achieved rank, or
- A Paid As Rank that was held only prior to January 2022 PV month, or
- A Paid As Rank that was held for less than four consecutive months from January 2022 through December 2023. A month in which a Volume Grace Month or waiver was used does not count as a month in which Director rank was held.

Example 1: Associate Alan promoted to Director in January 2022 and met all requirements of rank in February and March PV months. In April and May, Alan took Volume Grace Months and in June 2022, Alan was retitled to Associate. Since Alan held the rank for less than four consecutive months, his base rank is Ambassador. When he achieves and holds the rank of Director for four consecutive months, he will earn Rank Advancement Points.

Example 2: Annie had the Two-Year base rank of Senior Executive Coordinator for the January–December 2023 qualification year because she had earned Executive Coordinator and Senior Executive Coordinator Rank Advancement Points in 2020. However, she has not held a Paid As Rank higher than Senior Coordinator in the past two years. With the Two-Year Incentive Rule, her base rank is reset to Senior Coordinator for the 2024 Qualification year. Annie promoted to the Paid As Rank of Executive Coordinator in February 2024. She held in March, April, and May PV months. Annie earned 110 Executive Coordinator Rank Advancement Points in May 2024 PV month.

Rank Advancement Points

New Rank Achieved	Points
Director	30
Senior Director	50
Coordinator	75
Senior Coordinator	90

³ For the ranks of Key Coordinator and higher, you must meet the requirements of the rank and hold for two additional consecutive months (total of three consecutive months) before promotion to the appointed title occurs. For purposes of this section and the Car Program section, the first month that you meet the requirements to be paid at that rank is the month that your qualification begins. For example, you meet all requirements for the Key Coordinator rank and are paid as a Key Coordinator in March 2024 PV month. You continue to meet the requirements for the Key Coordinator rank in April, May, and June PV months. You are promoted to Key Coordinator in May PV month. You earn your Rank Advancement Points for Key Coordinator in June PV month.

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New Rank Achieved	Points
Executive Coordinator	110
Senior Executive Coordinator	145
Key Coordinator	180
Senior Key Coordinator	210
Master Coordinator	250
Senior Master Coordinator	275
Presidential Master Coordinator	300

Rank Advancement Points will be awarded only once during the qualification year for any given rank. Rank Advancement Points will be awarded at the conclusion of the four-consecutive-month period during the year. Points must be earned by December 2024 PV month to count for the January 1, 2024–December 31, 2024 Qualification Period. New Rank Points expire at the end of the Qualification Period and cannot be carried over to the next qualification period.

Example 1: Business Leader Karen promotes to Senior Coordinator in May 2024 PV month. She must maintain as a Paid As Senior Coordinator or higher in June, July and August PV months and then will be awarded 90 points. The 90 points count for the January 1, 2024–December 31, 2024 Qualification Period.

Example 2: Business Leader Keith achieves a new Paid As Rank of Senior Executive Coordinator in December 2023 PV month. With the Two-Year Incentive Rule, Keith's Base Rank is Executive Coordinator. Keith must maintain as a Paid As Rank of Senior Executive Coordinator or higher in January, February and March PV months and then will be awarded 145 points.

Example 3: Business Leader Kellan is a new Ambassador and she promotes to Coordinator in February 2024 PV month. She maintains as a Paid As Coordinator in March, April and May PV months and is awarded 30 points for Director, 50 points for Senior Director and 75 points for Coordinator (for a total of 155 points).

Business Development Category

Earn 50 points for First Generation Business Leader Rank Advancements to any new Business Leader Rank between Director and Master Coordinator. Points are earned when the Business Leader hits the new first-time Paid As Rank and holds it for a total of 4 consecutive months during the incentive qualification. There is no limit to the number of Business Leaders you may develop and earn up to 150 points for.

New Business Leader Development Points	Points
Earn 50 points for 1 st Generation first-time Rank Advancements	50

A maximum of 150 points will be counted per Business Leader in this category. We will award points for the first three ranks each Business Leader advances. There is no maximum number of points in this category.

For a Business Leader to qualify in this category both of the following must be true:

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1. They have never before held the Paid As Rank prior to 2024.
2. They must hold the title for 4 consecutive months during the qualification period without the use of any volume grace months.

Example 1: Business Leader Karen promotes Melissa from the Paid As Rank of Senior Coordinator to the Paid As Rank of Executive Coordinator for her first-time in May 2024 PV month. Melissa maintains the Paid As Rank of Executive Coordinator through August 2024 PV month. Karen will earn 50 points in the Business Leader Development Category.

Example 2: Business Leader Ed promotes Melina from a new Ambassador to the Paid As Rank of Senior Coordinator in February 2024 PV month. Melina maintains the Paid As Rank of Senior Coordinator through May 2024 PV month. Ed will earn 150 points in the Business Leader Development Category for Melina achieving Director, Senior Director and Coordinator. These are the first three ranks Melina advances and Ed earned the maximum number of points he could earn from Melina (during this qualification year), but he promoted another Business Leader and will earn more Business Development points when the new Business Leader completes 4 consecutive months.

Example 3: Business Leader Anil promotes Peter to the Paid As Rank of Director in November 2024 PV month. Anil will not be eligible to earn points in the New Leader category for Peter in this qualification period, as Peter will not have held the Paid As Director rank for 4 consecutive months by the time the qualification period has ended in December 2024.

Activity Points Category

Activity points may be offered during the incentive year as a way for you to gain additional VIP Elite Points. There are currently 3 different ways for you to earn points in this category: Leadership Summit Attendance, Meology Assessments, and Loyalty Orders.

Activity Points	Points
Register and Attend the 2024 Leadership Summit	10
30 New Meology Assessments	5
Personal Loyalty Orders	1

Leadership Summit Attendance Activity Points

If you register for, and attend, the in-person 2024 Shaklee Leadership Summit, you will earn 10 Activity Points toward the VIP Elite Program.

A maximum of 10 points can be earned for this activity per Shaklee ID.

Meology Assessment Activity Points

For every 30 completed new Meology Assessments you collect during the qualification period, you will earn 5 Activity Points towards VIP Elite. Meology Assessments must be taken by someone who has never taken the Meology Assessment before.

The Meology Assessment must be taken from your attributed link by a qualifying person who completes the Assessment and enters a valid email address. They will receive their personalized recommendation for their assessment, and it will count as one of your 30 Meology Assessments to earn Activity Points for the VIP Elite Program. If someone that counted for your Meology

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Assessment before they became a Member or Ambassador, and later joins under a different Placement Sponsor, the Meology Points will be moved and awarded to the new Placement Sponsor.

Meology Kids and Meology Prenatal assessments do not count for this incentive.

A maximum of 10 points can be earned for this activity per Shaklee ID.

Personal Loyalty Order Activity Points

The first Loyalty Order shipped to you each month will earn you 1 VIP Elite Activity Point. For example, to earn 1 Loyalty Order Activity Point in January, you must schedule a Loyalty Order and the order must ship no later than January 31, 2024. You may only earn 1 Loyalty Order Activity Point per month.

A maximum of 12 points can be earned for this activity per Shaklee ID.



How to Earn Points At-A-Glance

SPONSORING POINTS		
Star Club Bonus	10pts per bonus earned	yearly max: 120pts (240pts Gold & Platinum)
Ambassador Sponsoring	5pts per Ambassador enrollment	yearly max: 60pts (120pts Gold & Platinum)
RETENTION POINTS		
New 2024 Ambassador Enrollments who sell \$500+	15pts per new Ambassador who does this	yearly max: 150pts (300pts Gold & Platinum)
Monthly PTV Growth beat your 2023 monthly PTV average (or 2000, whichever is higher) by 250QV pts	10pts for each month	yearly max: 120pts
TEAM BUILDING POINTS		
Business Leader Development	50pts for every new BL rank advancement (must hold 4 consecutive months)	max per BL: 150pts
Personal Rank Advancement	30-300pts, depending on the rank	yearly max: none
ACTIVITY POINTS		
Attend Leadership Summit	10 pts for registering and attending	yearly max: 10 pts
Personal Loyalty Orders	1pt for first loyalty order in a month	yearly max: 12 pts
30 new Meology Assessments	5 pts for every 30 assessments	yearly max: 10 pts

Purchase/Sale, Survivorship, Combined Ambassadorships, or Reorganization

If a business is transferred due to Survivorship or to a Purchase/Sale transaction, the Company will adjust the transferee's base Rank or Personal Team Volume (PTV) base so that they are the same as those held by the transferor. Points earned by the transferor in those categories prior to the transfer will be reassigned to the transferee. The transferee will forfeit any prior points earned.

In the case of the formation or dissolution of a Combined Ambassadorship, the Company will adjust bases and points on a case-by-case basis.

No VIP Elite points may be earned from a reorganization, roll-up, or sponsorship line movement. Shaklee reserves the right to determine in its sole discretion whether an award of points is appropriate.

VIP Elite Incentive Trip

Trip Qualification Period
January 1, 2024 – December 31, 2024

Location: Punta Cana, Dominican Republic
Paradisus Palma Real Golf and Spa
Trip Dates: April 10 – April 14, 2025

We’re headed to the lush, tropical beaches of the Dominican Republic for our VIP Elite Incentive Trip at a five-star, all-inclusive property. Qualify for the VIP Elite Program at the Bronze Tier or higher to join this magical experience. The airfare and room are included. You will want to join us on this exciting trip, so please review the VIP Elite qualification information and make your plan to qualify!

VIP Elite Points Required

Qualification Type	Required
Incentive Trip for One Person/One Room	Bronze Elite – 250 Points
Incentive Trip for Two People/One Room	Silver Elite – 350 Points

Earn enough VIP Elite Points and complete these additional qualifications to earn a VIP Elite Tier:

- Sponsor at least 2 new Ambassadors.
- You must be a Paid As Director or higher for at least four consecutive months within the Qualification Period.
 - Once that requirement is met, your Paid As Rank may not fall below Director in any month through the month of the trip. A month in which a Volume Grace Month or waiver was used does not count as a month in which Director rank was held.
- For Gold Elite you must be a Paid As Rank of Coordinator or above for at least one month during the qualification. For Platinum Elite you must be a Paid As Executive Coordinator or higher for at least one month during Qualification Period.

You don’t have to worry about keeping track of your own points. Visit your Incentive trackers to see your VIP Elite point totals toward earning all the VIP Elite perks! See the above VIP Elite Program for further details.

Additional Incentive Trip Requirements (for ALL Qualifiers)

- If you qualify for the incentive trip, but the remaining rank maintenance requirements are not fully met, Shaklee reserves the right to cancel your participation in the Trip and/or to charge your account for costs incurred on your behalf.
- In all cases, at least one attendee must be on Shaklee records as a member of the qualifying Ambassadorship. As long as one attendee is on Shaklee records as a member of the qualifying Ambassadorship, they may bring whomever they would like as an additional attendee(s) to accompany them on the trip. If for any reason no one from the qualifying Ambassadorship attends, Shaklee reserves the right to charge back any nonrefundable trip expenses incurred by Shaklee on behalf of the Ambassadorship.
- Shaklee provides round-trip coach air transportation from an airport near your hometown (the mailing address on file with Shaklee). Attendees are responsible for paying any additional airfare if they embark from another location.

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- A Business Leader who qualifies for the trip will be rewarded with the highest milestone earned. The highest reward you can earn is a trip for two in one room.
- The 2024 VIP Elite Incentive trip will include round-trip coach class air transportation, group transfers to/from the airport to the hotel in the destination city on set arrival and departure dates, and hotel room, tax and gratuity charges for the specified nights of the VIP Elite Incentive trip. With an all-inclusive resort most food and beverages on the property are included.
- Qualifiers will be emailed registration information at the end of the Qualification Period that includes event registration deadlines. If you are unable to register and book your airfare by the deadline, you may incur additional costs and/or be unable to attend this event.
- You will be able to buy-in additional guests to stay in your room (within the limits set by the hotel). Qualifiers will be emailed additional buy-in information and specifics with the registration information.
- Shaklee reserves the right to substitute a prize (or a component thereof) for one of equal or greater value if the designated award should become unavailable for any reason. Each qualifier is solely responsible for all applicable federal, state and local taxes, including taxes imposed on his/her income. Prizewinners will be issued an IRS form 1099 based on the Actual Retail Value of the incentive awarded.
- Trip awards are non-transferrable and must be taken in the year earned. In the event a VIP Elite Trip qualifier is unable to attend the trip in the year earned, there are limited circumstances such as pregnancy, recent childbirth, or major medical condition in which our policy allows a qualification to be moved to the following year's incentive trip instead. In all cases, a request must be made via email to Shaklee Events at conventions@shaklee.com, providing details about why the qualifier is unable to attend the current year's trip, and to request it be carried forward to the following year (a one-time rollover only). This request should be made at the earliest possible opportunity once the qualifier knows they will be unable to attend.

Should the Events Team approve a qualifier's request, the qualifier will be required to maintain eligibility for the trip the following year. This means they must maintain a Paid As Rank of Director or above with no Volume Grace Months or Waiver taken, through the entire qualification and maintenance periods of the re-scheduled trip. Failure to do so may result in the exception being revoked.

Example: Steven is approved for a carry forward of his 2024 VIP Elite Trip to the 2025 VIP Elite Trip instead. He then receives a Volume Grace Month in September 2025 (during the qualification period for the 2025 trip). This may result in Steven no longer being able to attend the 2025 trip.

Grow To Go Invitation

This is a new way to earn an invitation to the VIP Elite trip simply by growing your PTV in lieu of qualifying via the VIP Elite Points Program. Grow your Personal Team Volume (PTV) over your base by at least 24,000 to qualify for a VIP Elite Trip Invite for one person. Grow your PTV over your base by 36,000 or more to qualify for a VIP Elite Trip Invite for two people.

This is a great option for those who may excel at selling, but not at building a team, to get an invite to the VIP Elite Trip!

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Grow To Go Invitation	Required
Incentive Trip for One Person/One Room	24,000 PTV Growth
Incentive Trip for Two People/One Room	36,000 PTV Growth

Additional Qualification Requirements:

- Sponsor at least 2 new Ambassadors.
- You must be a Paid As Director or higher for at least four consecutive months within the Qualification Period.
 - Once that requirement is met, your Paid As Rank may not fall below Director in any month through the month of the trip. A month in which a Volume Grace Month or waiver was used does not count as a month in which Director rank was held.

Grow To Go PTV Base

Your cumulative PTV Base is the greater of:

1. The total of your PTV for each month from January 2023 through December 2023 PV months or
2. 24,000.

Example 1: Business Leader Greg had a total of 3,000 PTV each month during the base period. His PTV Base is 36,000.

Example 2: Sam joined Shaklee in July 2023 and her total PTV for 2023 was 12,000. Since her total PTV was less than 24,000, Sam's PTV base for the Grow To Go Invitation will be 24,000.

The PTV Growth Invite includes an invitation to the VIP Elite Incentive Trip but does not automatically give you a VIP Elite Status. If you qualify for the PTV Growth Invitation and you qualify via VIP Elite Points, you will still only qualify for a maximum of two people in one room.

PTV Grow to Go may not be earned from a reorganization, roll-up, or sponsorship line movement. Shaklee reserves the right to determine in its sole discretion whether an award is appropriate.

Leadership Invitation for Keys and Above

Eligible Key Coordinators and higher may qualify for the VIP Elite Trip under the alternate Leadership Qualifications in lieu of qualifying via the VIP Elite Points Program.

Eligible Key Coordinators and Higher

To be eligible to qualify using the Leadership Invitation, you must have been a Paid As Key Coordinator or higher in at least four PV months from January–December 2023, not necessarily consecutive.

In addition, you must be a Paid As Key Coordinator or higher for four months during the Qualification Period (January–December 2024), not necessarily consecutive. Once that requirement is met, your Paid As Rank may not fall below your 2024 VIP Elite Rank Advancement Category Base Rank for the remainder of the Qualification Period and all succeeding months through the month prior to the trip.

Leadership Invitation for Keys and Above	Required
Incentive Trip for Two People/One Room	3 Bronze+ Elite Qualifiers on your team

Leadership Invitation Qualifications

You must meet the following criteria to qualify:

- 1) Have at least three Business Leaders in your downline (within six generations), down to and including the next eligible Key Coordinator or higher (but not their downline), who have fully qualified as a Bronze Elite or above.
 - a) Fully qualified means that they have at least 250 points, that they have sponsored at least 2 Ambassadors (or earned at least 10 Ambassador Sponsoring Points), and have been a Paid As Director or higher for at least four consecutive months during the Qualification Period. Remember, once those qualifications have been met, they cannot fall below Director through the month prior to the trip.
- 2) You must personally sponsor a minimum of 2 new Ambassadors during the qualification period.

Three fully qualified teams earns a VIP Elite Trip for two people in one room (350-point tier). The Leadership Invitation qualification includes an invitation to the VIP Elite Incentive Trip but does not automatically give you a VIP Elite Status. If you qualify for the Leadership Invitation and you qualify via your Elite Status, you will still only qualify for two people in one room.

Presidential & Senior Master Coordinators Invitation

A Presidential or Senior Master Coordinator who maintains Paid As Presidential or Senior Master Coordinator qualifications for at least nine months during the Qualification Period, and in the month prior to the VIP Elite Trip, will automatically receive an invitation to the VIP Elite Trip for two people in one room (350-point tier). Once that requirement is met, your Paid As Rank may not fall below Master Coordinator in any month through the month of the trip.

The Presidential and Senior Master Coordinator qualification includes an invitation to the VIP Elite Incentive Trip but does not automatically give you a VIP Elite Status. If you qualify for a Presidential or Senior Master Coordinator Invitation and you qualify via your Elite Status, you will still only qualify for two people in one room.

Terms and Conditions

All Terms and Conditions set forth on pages 3 – 4 of this Incentive Booklet apply to VIP Elite Incentive Trip Programs.

Shaklee Cares Elite Retreat

Trip Qualification Period
January 1, 2024 – June 30, 2024

Location: New Orleans
Trip Dates: September 19 – 22, 2024

Shaklee 2024 Incentives

Rest and recharge in luxury style at the Shaklee Cares Elite Retreat in New Orleans, Louisiana. You'll enjoy 4 days soaking up the vibrant culture of The Big Easy – known for music, cuisine, and rich history – as you network with and get inspired by your fellow Shaklee leaders.

You'll also have the opportunity to live out our mission of Making Healthy Happen™ by serving the local community in partnership with local food banks.

Qualifications

Achieve Silver VIP Elite by the end of June PV month to be eligible for our Shaklee Cares Elite Retreat.

Qualification Type	Required
Shaklee Cares Elite Trip for 1 person	Silver Elite – 350 Points by end of June and be the Paid As Rank of Coordinator

Earn Silver Elite or above and complete the additional qualifications by June 30th (with the close of June PV month):

- Sponsor at least 2 new Ambassadors.
- You must be a Paid As Director or higher for at least four consecutive months within the Qualification Period.
 - Once that requirement is met, your Paid As Rank may not fall below Director in any month through the month of the trip. A month in which a Volume Grace Month or waiver was used does not count as a month in which Director rank was held.
- You must be a Paid As Coordinator or higher in June 2024.

You don't have to worry about keeping track of your own points. Visit your Incentive trackers to see your VIP Elite point totals toward earning all the VIP Elite Perks! See the above VIP Elite Program for details.

Additional Rules (For All Qualifiers)

- Qualifying teams will earn a trip for 1 person, who must be on file with Shaklee as a working member of the qualifying Business.
- If we have over 25 teams qualify, the 25 teams with the highest VIP Elite points (at the end of June 2024 PV month) will qualify.
- The Shaklee Cares Service Trip will include round-trip coach class air transportation for one, group transfers to/from the airport to the hotel in the destination city on set arrival and departure dates, some meals, and hotel room, tax and gratuity charges for the specified nights of the incentive.
- There is the ability to add a second person to the Shaklee Cares Elite Retreat if they pay for their own round-trip airfare as well as a buy-in cost. The second person needs to be a spouse, partner, or active Business Leader in your personal group. As your guest, they will be included in the hosted meals and events.
- Shaklee provides round-trip coach air transportation from an airport near your hometown (the mailing address on file with Shaklee). Attendees are responsible for paying any additional airfare if they embark from another location.

Shaklee 2024 Incentives

- If you qualify for the Shaklee Cares Elite Retreat, but the remaining rank maintenance requirements are not fully met, Shaklee reserves the right to cancel your participation in the Trip and/or to charge your account for costs incurred on your behalf.
- Qualifiers will be emailed registration information at the end of July that includes event registration deadlines. If you are unable to register and book your airfare by the deadline, you will not be able to attend this event. Your qualification will be awarded to the next person in line.
- Trip awards are non-transferrable, and no substitution will be made for anyone that is unable to travel for any reason including COVID-19 or any other health reason. Shaklee reserves the right to substitute a prize (or a component thereof) for one of equal or greater value if the designated award should become unavailable for any reason. Each qualifier is solely responsible for all applicable federal, state and local taxes, including taxes imposed on his/her income. Prizewinners will be issued an IRS form 1099 based on the actual Retail Value of the incentive awarded.

Note: This Shaklee Cares Elite Retreat is not associated with the non-profit Shaklee Cares®.

Quarterly Incentives

The Quarterly Incentive Program is a series of four short-term incentives that reward you when you grow your business and earn VIP Elite Points. We have aligned our programs so you can focus on one set of qualifications and enjoy the benefits of doing so in multiple areas. Each quarter has a special prize that you will earn when you meet those goals. The Quarterly Incentives provide a great rhythm to the business and offer awesome prizes you can earn to help you and your team grow!

Quarter 1: January – March

Quarter 2: April – June

Quarter 3: July – September

Quarter 4: October – December

Qualifications

You have the chance to earn the Quarterly Incentive reward each quarter. It is a series of four 90-day sprints that will reward you with a special prize when you meet these goals during the quarter.

Tier 1 – 40 VIP Elite Points in the Quarter

At least 30 VIP Elite Sponsoring Points

At least 10 VIP Elite Retention Points

Tier 2 – 80 VIP Elite Points in the Quarter

At least 60 VIP Elite Sponsoring Points

At least 20 VIP Elite Retention Points

You do not have to worry about keeping track of your own points. Visit your Incentive trackers to see your Quarterly Incentive tracker that includes the VIP Elite points that count towards Quarterly. These are the same VIP Elite Points, but we will track them by quarter. See the above VIP Elite Program for additional details on how to earn VIP Elite Points.

VIP Elite Points for Quarterly Incentives

Sponsoring Points	Points
Star Club Bonus	10
Ambassador Sponsoring	5

Retention Points	Points
New 2024 Ambassador Activity	15
Monthly PTV Growth	10

All VIP Elite points earned will count toward the Quarterly Incentives. All VIP Elite Category maximums will not be taken into account for Quarterly Incentives.

Rewards

Each quarter will have unique prizes. Check out the Shaklee News and Events for further information on the current rewards.

Leadership Category

Shaklee Key Coordinators or above are eligible to earn the Tier 1 Quarterly Incentive when they help 5 or more Ambassadors, Associates, or Business Leaders in their personal groups earn the Quarterly Incentive during the quarter. To be eligible for this category, a Key Coordinator or above must have been a Paid As Rank of Key Coordinator or above for 4 months in 2023.

Shaklee Recognition

2024 Leadership Summit Recognition

Qualify for any of the below for special recognition. Please note, you must be registered for the Leadership Summit no later than April 30, 2024 to be recognized during the 2024 Leadership Summit.

New Rank Promotions

Qualification Period: July 2023 – April 2024

Promote to a new Paid As Rank (per the 5-year rule⁴) and maintain that rank in the month of April 2024 to receive an exclusive Award and walk the Big Stage.

⁴ Five-Year Rule – New rank is determined according to the Five-Year Rule , meaning that the rank achieved must meet one of the following criteria: 1. A first-time, never-before-achieved rank, or 2. A Paid As Rank that was held only prior to January 2016 PV month, or 3. A Paid As Rank that was held for less than four consecutive months from January 2016 through

Shaklee 2024 Incentives

- By meeting the qualifications, you will be formally invited to join us on the Big Stage to accept a custom Shaklee Trophy amidst thousands of your cheering Shaklee Family.

2024 VIP Elite Qualifiers

Qualification Period: January 2023 – December 2023

Those who earned a VIP Elite Status during the 2023 Qualification Period will receive the corresponding recognition experiences in 2024:

	Bronze Elite	Silver Elite	Gold Elite	Platinum Elite
VIP Seating	✓	✓	✓	✓
Early Registration	✓	✓	✓	✓
VIP Swag	✓	✓	✓	✓
Event Concierge	✓	✓	✓	✓
Backstage Access/Meet & Greet			✓	✓
Event Car Service			✓	✓
Platinum Event on Trips				✓

2024 Special Awards

- Spirit of Shaklee – The Spirit of Shaklee celebrates people who embody the heart, the generosity and the love of nature and humankind that Shaklee represents. One special recipient will be selected by Home Office to receive the Spirit of Shaklee Trophy on stage at the Leadership Summit.
- Shaklee True Leader – The True Leader Award encompasses the leadership and support that is offered through private and public events, trainings and other intangible support given to the Shaklee Family. One special recipient will be selected by Home Office to receive the True Leader Award on stage at the Leadership Summit.

2025 Leadership Summit Recognition

New Rank Promotions

Qualification Period: July 2024 – April 2025

Promote to a new Paid As Rank (per the 5-year rule⁵) and maintain that rank in the month of April 2025 to receive an exclusive Award and walk the Big Stage.

December 2021 (a month in which a Volume Grace Month or waiver was used does not count as a month in which Director rank was held.)

⁵ Five-Year Rule – New rank is determined according to the Five-Year Rule, meaning that the rank achieved must meet one of the following criteria: 1. A first-time, never-before-achieved rank, or 2. A Paid As Rank that was held only prior to January 2019 PV month, or 3. A Paid As Rank that was held for less than four consecutive months from January 2019 through December 2023 (a month in which a Volume Grace Month or waiver was used does not count as a month in which Director rank was held.)

Shaklee 2024 Incentives

- By meeting the qualifications, you will be formally invited to join us on the Big Stage to accept a custom Shaklee Trophy amidst thousands of your cheering Shaklee Family.

2025 VIP Elite Qualifiers

Qualification Period: January 2024 – December 2024

The earlier you earn a VIP Elite Status during the 2024 Qualification Period, the earlier you will receive recognition from Home Office and potentially qualify for the Shaklee Cares Elite Retreat (see qualifications above). Home Office will personally reach out to celebrate your achievement with you in anticipation of your rewards in 2025.

Those who earn a VIP Elite Status during the 2024 Qualification Period will receive the corresponding recognition experience in 2025:

	Bronze Elite	Silver Elite	Gold Elite	Platinum Elite
VIP Seating	✓	✓	✓	✓
Early Registration	✓	✓	✓	✓
VIP Swag	✓	✓	✓	✓
Event Concierge	✓	✓	✓	✓
Backstage Access/Meet & Greet			✓	✓
Event Car Service			✓	✓
Platinum Event on Trips				✓

New Rank Recognition

One of the most important things we get to celebrate at Shaklee is when your business takes the next step and earns a promotion. In 2024 we are elevating the experience for you in a personal way! Once you officially qualify as specified below, you will receive a call from Home Office to congratulate and celebrate you. A beautiful bouquet will arrive soon at your door as well as an official certificate commemorating this exciting occasion.

Additionally, you will receive a formal invitation to join us on the Big Stage to accept a custom trophy as your Shaklee Family cheers you on.

Qualifications

Promote to a new Paid As rank (per the 5-year rule). For Key Coordinators and above, you must hold the new Paid As Rank for 3 consecutive months.

New Key Coordinator Hometown Celebration



Qualification Period: January 2024 - December 2024

Achieving Shaklee Key Coordinator is a huge milestone, and we would like to celebrate the occasion with your friends and family by having a reception in your honor in your home town!

Eligibility

Shaklee 2024 Incentives

New (first-time) Key Coordinators are eligible for the New Key Coordinator Hometown Celebration.

Qualifications

You must be a fully qualified, Paid As Key Coordinator for three consecutive months and promote to Key Coordinator as per the P&R. Once qualified, your Paid As Rank may not fall below Senior Executive Coordinator in any month up to and including the month prior to the Celebration.

Hometown Celebration Details

Food, fun, and friendship with a private guest list selected by the Key Coordinator. The date and time for the Celebration will be jointly determined by the new Key Coordinator and a Shaklee Sales Representative and will be held in the Key Coordinator's city in Shaklee records, unless an alternate location is approved by Shaklee.

New Master Coordinator Celebration

Qualification Period: January 2024 - December 2024

Time to pack your bags for an exclusive celebration, including an invitation to a once-in-a-lifetime dinner with our CEO Roger Barnett—all in your honor!



Eligibility

New (first-time) Master Coordinators are eligible for the New Master Coordinator Celebration.

Qualifications

You must be a fully qualified, Paid As Master Coordinator for three consecutive months and promote to Master Coordinator as per the P&R. In addition, you must be a Paid As Master Coordinator in the month prior to the trip.

Master Coordinator Celebration Details

The trip includes airfare for up to two people, VIP transfers, two nights' hotel and a very special dinner with Roger Barnett. Qualification is for up to two people, each of whom must be on record with Shaklee as a member of the qualifying Shaklee ID number.

2024 RANK UP

Make this your year of growth and earn up to \$20,000 when you increase in rank with the 2024 Rank Up Bonus.

Increase in rank (above your Rank Up Base Rank), hold for a total of four consecutive months, meet all other requirements, and earn cash bonuses and rewards of up to \$20,000! With the 2024 Rank Up Bonus, you can earn up to three Rank Up Bonuses at once!

Qualification Period

January 2024—December 2024

Who Is Eligible?

All new and existing Members (who upgrade to Ambassador), Ambassadors, and Business Leaders up to Senior Master Coordinators are eligible to participate.

How Does It Work?

Rank up! Achieve the Paid As Rank above your 2024 Rank Up Base Rank and hold for a total of four consecutive months to earn cash bonuses and rewards—up to a maximum of \$20,000 in 2024!

Promote to the new Paid As Rank and maintain for three additional consecutive months (for a total of four consecutive months) without personal use of Volume Grace Months or waivers.

You can earn up to three Rank Up Bonuses at once!

The last month to start the qualification for a 2024 Rank Up Bonus is December 2024 PV month.

2024 Rank Up Bonuses

Achieve the Paid As Rank above your 2024 Rank Up Base Rank and hold for a total of four consecutive months to earn these cash bonuses and rewards—up to a maximum of \$20,000 in 2024!

Rank*	Maintenance Required**	Minimum Retail Customers / Members with Orders per Month	Minimum Retail Customers / Member Volume per Month***	Monthly OV Increase Requirement†	Award♦
Director	Achieve + hold 3 consecutive months	6	500		Shaklee Leadership Summit and One Night Hotel‡
Senior Director	Achieve + hold 3 consecutive months	6	500	✓	\$1,000
Coordinator	Achieve + hold 3 consecutive months	6	500	✓	\$2,000
Senior Coordinator*	Achieve + hold 3 consecutive months	6	500	✓	\$2,500
Executive Coordinator*	Achieve + hold 3 consecutive months	6	500	✓	\$4,000
Senior Executive Coordinator*	Achieve + hold 3 consecutive months	6	500	✓	\$5,000
Key Coordinator*	Achieve + hold 3 consecutive months	6	500	✓	\$7,500
Senior Key Coordinator*	Achieve + hold 3 consecutive months	6	500	✓	\$10,000
Master Coordinator*	Achieve + hold 3 consecutive months	6	500	✓	\$20,000
Senior Master Coordinator*	Achieve + hold 3 consecutive months	6	500	✓	\$20,000
Presidential Master Coordinator*	Achieve + hold 3 consecutive months	6	500	✓	\$20,000

*Must achieve new Paid As Rank above your 2023 Rank Up Base Rank.

** Must achieve the Paid As Rank without personal use of Volume Grace Months or waivers.

*** The Personal Group Volume from your Retail Customers and Members must equal a minimum of 500 PV or above, each month during the qualification.

† Your OV must be higher than your OV in the month prior to your rank advancement each month during the qualification.

‡To be eligible for the one-night hotel room reimbursement, the Rank Up Director qualifier must register, attend the Leadership Summit, and book at one of our official Shaklee hotels.

♦ You can earn up to three Rank Up Bonuses at once and up to a maximum of \$20,000 in 2024.

What Is Your Base Rank?

Your 2024 Rank Up Base Rank is:

- The highest Paid As Rank that was held for any three months or more in the past 5 years(not necessarily consecutive). OR
- It is the base rank of Ambassador

Example 1: Patrick became a new Ambassador in January 2024. His 2024 Rank Up Base Rank is Ambassador. If he promotes to at least the Paid As Rank of Director (and meets all the other Rank Up qualification requirements) by December 31, 2024 and holds it for a total of four consecutive months, he will be eligible to start earning 2024 Rank Up Bonuses.

Example 2: Elle became a Director for the first time in November 2023. She held the Paid As Rank of Director in November and December 2023. Since she held the Paid As Rank of Director for less than three months, her 2024 Rank Up Base Rank is Ambassador.

Example 3: The highest Paid As Rank Max held was Executive Coordinator in January 2022, February 2022, and March 2023. He was a Senior Coordinator every other month in the past 5 years. Since he held the Paid As Rank of Executive Coordinator for three months, his 2024

Shaklee 2024 Incentives

Rank Up Base Rank is Executive Coordinator. He must promote to at least the Paid As Rank of Senior Executive Coordinator (and meet all the other Rank Up qualification requirements) by December 31, 2024 and hold it for a total of four consecutive months to earn any 2024 Rank Up Bonuses.

What does "you can earn 3 Rank Up Bonuses at once" mean?

You can be in qualification for 3 Rank Up bonuses at a time. If you advance in Rank more than three Paid As Ranks at a time, you will need to complete the first three Rank Up Bonus qualifications before you can start the qualification for the higher Rank Up Bonuses.

For new Ambassadors or those with the 2024 Rank Up Base Rank of Ambassador, the Director Rank Up reward does not count as one of the 3 Rank Up Cash Bonuses you can earn at a time.

Example 1: A new Ambassador jumps to the Paid As Rank of Senior Coordinator and earns the Director, Senior Director, Coordinator and Senior Coordinator rewards after four consecutive months. They keep going earning more bonuses in 2024 as they advance in rank, meet all the qualification requirements, and maintain for 4 consecutive months.

Example 2: Bruce has the 2024 Base Rank of Senior Director. He has huge growth in his business and in March 2024 he achieves the Paid As Rank of Key Coordinator and maintains it for the remainder of 2024 (including all other Rank Up Bonus requirements). Bruce earns the Coordinator, Senior Coordinator and Executive Coordinator Rank Up Bonuses, a total of \$8,500, after June PV month. In July he starts the qualification for Senior Executive Coordinator, and Key Coordinator. He completes these qualifications in October and earns another \$11,500. He earns the maximum 2024 Rank Up total possible of \$20,000.

When Are Rank Up Bonuses Paid?

All earned awards will be paid the month after the completion of all four consecutive months of qualification. Rank Up Bonuses will be paid separately from the monthly commission checks, around the 25th of the month (for qualifiers set up for EFT/Direct Deposit).

Example: A Rank Up Bonus award earned in April 2024 (the Paid As Rank was held January, February, March, and April) will be paid via Direct Deposit around May 25, 2024 if the qualifier is set up for EFT/Direct Deposit or with the May 2024 PV commission check around June 15, 2024 if they are not set up on EFT/Direct Deposit.

Business Leaders earning 2024 Rank Up Bonuses must all have separate bank accounts. They cannot share a bank account with another Business Leader or Ambassador.

Rank Up Director Reward

The Rank Up Director reward includes the 2024 Shaklee Leadership Summit Registration fee for up to two people (both must be listed on the Shaklee Account) and a one-night hotel reimbursement. Rank Up Director qualifiers will receive additional information via email from conventions@shaklee.com.

Already registered? If the qualifier has already registered for the Shaklee Leadership Summit, they will be reimbursed for their conference registration expense.

Shaklee 2024 Incentives

How is the one-night hotel room paid for? To be eligible for the one-night hotel room reimbursement the Rank Up Director qualifier must register, attend the Leadership Summit and book at one of our official Shaklee conference hotels. If the qualifier is set up for EFT/Direct Deposit, the set hotel reimbursement dollar amount will be paid via Direct Deposit the week after the Leadership Summit they attend. If they are not set up on EFT/Direct Deposit, the qualifier will be reimbursed in their following PV commission check.

Additional Requirements

1. Don't let your Organization Volume (OV) drop. When you advance in rank above your Rank Up Base Rank, you must hold your OV. Your OV must be higher than your OV in the month prior to your rank advancement each month after the rank advancement.

Example 1: Business Leader Janice, who has a Rank Up Base Rank of Executive Coordinator, advances from Executive Coordinator to Senior Executive Coordinator. Janice's Organizational Volume in the month prior to her rank advancement was 27,000 and grew to 32,500 in the month of her advancement. Janice must maintain her new Paid As Rank for three additional consecutive months and her OV must remain above 27,000 in each month of her maintenance to be eligible to receive the 2024 Rank Up Bonus for Senior Executive Coordinator.

Example 2: Business Leader Robert, whose Rank Up Base Rank is Senior Coordinator, advances from Senior Coordinator to Executive Coordinator. In the month prior to his rank advancement, Robert had 24,500 Organizational Volume but was missing his third First-Generation Leader leg to qualify for Executive Coordinator. In the month of his rank advancement, Robert acquires his third First-Generation Leader leg; however, his Organizational Volume falls to 20,300, lower than his OV in the month prior to his rank advancement. This month will not count as his first month at the new higher Paid As Rank, because his OV is not higher than his OV in the month prior to his rank advancement. If, in the next month, Robert remains at the new higher Paid As Rank and increases his OV to a level above 24,500, that month may count as his first month at the new higher Paid As Rank.

2. No more than two people advancing to any new Paid As Rank within a given leg may earn any award at the same time, on the same underlying downline volume. The two people who are lower in the downline genealogy, who are advancing to any new Paid As Rank, will be eligible for the award.

Under this rule, Senior Director and above rank promotions will be evaluated separately from Director rank promotions, meaning that a Director promotion below a Senior Director or above will not be considered a stacked rank promotion for determining the lowest two in the genealogy.

Example: If Tom promotes to the rank of Senior Coordinator in May 2024, his First-Generation Business Leader Eric promotes to the rank of Coordinator in May 2024, and Eric's First-Generation Business Leader Joe promotes to Senior Director in May 2024, then Eric and Joe will need to complete their maintenance period through August 2024. Tom can begin his Rank Up Bonus qualification starting in September, after Eric and Joe have completed and earned their Rank Up Bonuses.

Shaklee 2024 Incentives

3. To grow a healthy Shaklee business, you need customers (Retail Customers and Members), in addition to Business Builders (Ambassadors and Business Leaders). Each month during your Rank Up qualification, you must have the following in your personal group:
 - a. A minimum of 6 Retail Customers or Members with product orders each month during the qualification. The Personal Group Volume from these Retail Customers and Members must equal a minimum of 500 PV or above, each month during the qualification.
 - b. Retail Customer and Member orders must be from unique customers with separate shipping addresses.
 - c. Retail Customers and Members must use unique credit cards. Orders paid through prepaid credit cards will not be permitted to count toward any Rank Up qualifications.
4. Any return of product that counted toward qualification of any award will disqualify that award and will result in the forfeiture/deduction of any award(s) paid from the qualifier and/or their upline Business Leader(s).

2024 Rank Up and Reorganizations

The Company will not approve any reorganization or sponsorship line movement where the new Sponsor, new Business Leader, any intervening Ambassador between the new Sponsor and new Business Leader, or any upline Business Leader within six generations is in qualification for a 2024 Rank Up Bonus or is still within the timeframe where they could be in qualification for a 2024 Rank Up incentive, unless the new Sponsor, new Business Leader, any intervening Ambassadors, and the six upline Business Leaders relinquish their eligibility to participate in the 2024 Rank Up incentive, as evidenced by their signatures on the Reorganization Form.

From time to time, a new prospect may accidentally sign up on the wrong Personal Website, or under the wrong sponsor, through no fault of the website owner. In those cases, the new Member/Ambassador and/or their current Business Leader of record may contact Shaklee with the Reorganization Application within 30 days of signing up online to be transferred to the correct sponsor. In such cases, the Original Sponsor will be changed as well and the 2024 Rank Up eligibility of the uplines of the Original Sponsor will not be affected.

In addition, the Company reserves the right to review, to disallow, and/or to rescind any reorganization into or within the downline of anyone whom they promote to any Business Leader rank that assists in qualifying for any 2024 Rank Up Bonus, if Shaklee determines that qualification for the 2024 Rank Up award is due in whole or in part to the reorganization. Alternatively, the Company reserves the right to exclude any of the uplines involved, regardless of rank, from participation in the 2024 Rank Up incentive.

In the case of a separation, divorce, or full or partial dissolution of a Combined Ambassadorship, if any first-level Shaklee Family Member is moved with the departing member, then for purposes of the 2024 Rank Up incentive, the Company will treat the transaction as a reorganization subject to the rules above. If there is a court order specifying how the first levels are to be divided, then Shaklee will determine on a case-by-case basis eligibility for participating in the 2024 Rank Up incentive.

Rank Up bonuses may not be earned from a reorganization, roll-up, or sponsorship line movement. Shaklee reserves the right to determine in its sole discretion whether an award is appropriate.

2024 Rank Up and Purchase/Sale or Survivorship Transactions

In the case of a Purchase/Sale or Survivorship transaction, the buyer/transferee may no longer participate in the 2024 Rank Up incentive.

- The 2024 Rank Up eligibility and qualifications, if any, of the seller/transferor are considered personal to the seller/transferor and do not transfer to the buyer/transferee.
- In addition, the buyer/transferee relinquishes any 2024 Rank Up eligibility or qualifications related to the sponsorship position they are leaving.

Terms and Conditions

All Terms and Conditions set forth on pages 3 – 4 of this Incentive Booklet apply to Rank Up Bonuses.

Car Bonus Program



Are you driving the car of your dreams? It is possible with Shaklee! When you build a Shaklee business and grow to higher levels of Leadership while accumulating higher volumes of product sales, Shaklee will reward you with progressively larger car payments toward your very own new car!

Eligibility

Business Leaders in the Dream Plan are eligible for the Car Bonus Program. Business Leaders must first complete a three-month Qualification Period and are then eligible to earn the car bonus for their program when monthly requirements for their program are met. Business Leaders may participate in the Car Bonus Program for each rank only once.

Registration

Once a Business Leader has completed the required three-month Qualification Period described below, Shaklee will email the Car Bonus Program packet that includes the options available and next steps.

Business Leaders wishing to participate in the Car Bonus Program must send to Shaklee the completed Car Program Registration Form, along with documentation of car lease or purchase, and a picture of the Business Leader with their car, within six months after the Qualification Period is completed⁶. The car may be either a new car or certified pre-owned car with model year within the last five years (e.g., If the registration is submitted in 2024, then the model year can be 2020, 2021, 2022, 2023 or 2024).

Drive-Off or Down Payment Assistance

Business Leaders may request to have Shaklee reserve up to six months of Car Bonuses for them, which they may use to pay the "drive-off" charges on a car lease or the down payment on the

⁶ Note that a Business Leader may choose not to register within six months of initially completing the qualifications. So long as the Business Leader registers within six months of the most recently completed three-consecutive-month period in which all qualifications are met, the requirements of this section are deemed to have been met.

purchase of a car. Business Leaders who wish to request this option will indicate that on the Drive-Off/Down Payment Assistance Agreement form. The remaining period during which monthly car bonuses can be earned will be reduced by the number of months that bonuses have been placed on reserve and will start in the month after Shaklee receives documentation of the purchase or lease of a car. Once the reserve period has elapsed, a request to receive these funds must be made within 90 days (about 3 months).

Once the reserved funds have been issued, a copy of a purchase or lease agreement along with the Car Program Registration form must be received by Shaklee within 60 days (about 2 months) of the issue date of the funds. If Shaklee does not receive a copy of the Purchase or Lease agreement within the 60-day period, Shaklee may debit your Shaklee account for the amount issued for these reserved funds.

Senior Director Car Program

Qualification Period: Hold Paid As Senior Director rank or higher, and have a minimum of 5000 Car Volume⁷ for each of three consecutive months.

Monthly Car Bonus: Once registration in the program has been accepted by Shaklee, the Business Leader will earn \$225 per month for a non-hybrid car or \$250 per month for a hybrid car for up to 36 months (about 3 years), in each month in which the Business Leader has at least 5000 Car Volume.

If the Business Leader has less than 5000 Car Volume, or uses a Volume Grace Month or waiver, in any given month, no Car Bonus will be paid for that month.

Rank Increases Beyond Senior Director: Senior Directors who achieve the rank of Senior Coordinator or higher during the 36 months (about 3 years) they are in the Senior Director Car Program will earn the Car Bonus amount for the Senior Coordinator (or applicable) Car Program in any month in which they are a fully qualified, Paid As Senior Coordinator or higher, and meet the Car Volume requirement for the Car Program corresponding to that rank. This does not impact the Business Leader's eligibility to then participate in the Senior Coordinator Car Program, once the 36 months in the Senior Director Program have passed.

Senior Coordinator Car Program

Qualification Period: Hold Paid As Senior Coordinator rank or higher and have a minimum of 7000 Car Volume for each of three consecutive months.

Monthly Car Bonus: Once registration in the program has been accepted by Shaklee, the Business Leader will earn \$325 per month for a non-hybrid car and \$375 per month for a hybrid car for up to 36 months (about 3 years), in each month in which the following qualifications are met:

- 1) The Business Leader is a fully qualified, Paid As Senior Coordinator or higher, and
- 2) The Business Leader has 7000 Car Volume.

If the Business Leader's Paid As Title falls below Senior Coordinator in any given month, the Business Leader will earn a Car Bonus of \$225 for a non-hybrid car or \$250 for a hybrid if the Business Leader has at least 7000 Car Volume that month.

⁷**Car Volume:** A Business Leader's Unencumbered Group Volume (as defined in the Statement of Privileges and Responsibilities of Shaklee Family Members), plus the Personal Group Volume of each First Generation Leader, up to a maximum of 2000 per First Generation Leader. Car Volume does not include volume from outside the U.S. and Canada.

Unencumbered Group Volume: A Business Leader's Personal Group Volume, excluding the Personal Group Volume of a First Generation Director in the month the First Generation Director promotes.

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If the Business Leader's Car Volume falls below 7000, or if a Volume Grace Month or waiver is used, in any given month, no Car Bonus will be paid for that month.

Rank Increases Beyond Senior Coordinator: Senior Coordinators who achieve the rank of Senior Executive Coordinator or higher during the 36 months (about 3 years) they are in the Senior Coordinator Car Program will earn the car bonus amount for the Senior Executive Coordinator (or applicable) Car Program in any month in which they are a fully qualified, Paid As Senior Executive Coordinator or higher, and meet the Car Volume requirement for the Car Program corresponding to that rank. This does not impact the Business Leader's eligibility to then participate in the Senior Executive Coordinator Car Program, once the 36 months in the Senior Coordinator Program have passed.

Senior Executive Coordinator Car Program

Qualification Period: Hold Paid As Senior Executive Coordinator rank or higher and have a minimum of 9000 Car Volume for each of three consecutive months.

Monthly Car Bonus: Once registration in the program has been accepted by Shaklee, the Business Leader will earn \$400 per month for a non-hybrid car or \$450 per month for a hybrid car for up to 36 months (about 3 years), in each month in which the following qualifications are met:

- 1) The Business Leader is a fully qualified, Paid As Senior Executive Coordinator or higher, and
- 2) The Business Leader has 9000 Car Volume.

If the Business Leader's Paid As Title falls below Senior Executive Coordinator in any given month, the Business Leader will earn \$325 for a non-hybrid car or \$375 for a hybrid if the Business Leader has at least 9000 Car Volume.

If the Business Leader's Car Volume falls below 9000, or if a Volume Grace Month or waiver is used, in any given month, no Car Bonus will be paid for that month.

Rank Increases Beyond Senior Executive Coordinator: Senior Executive Coordinators who achieve the rank of Senior Key Coordinator or higher during the 36 months (about 3 years) they are in the Senior Executive Coordinator Car Program, will earn the Car Bonus amount for the Senior Key Coordinator (or applicable) Car Program in any month in which they are a fully qualified, Paid As Senior Key Coordinator or higher, and meet the Car Volume requirement for the Car Program corresponding to that rank. This does not impact the Business Leader's eligibility to then participate in the Senior Key Coordinator Car Program, once the 36 months in the Senior Executive Coordinator Program have passed.

Senior Key Coordinator Car Program

Qualification Period: Hold Paid As Senior Key Coordinator rank or higher and have a minimum of 13,000 Car Volume for each of three consecutive months.

Monthly Car Bonus: Once registration in the program has been accepted by Shaklee, the Business Leader will earn \$450 per month for a non-hybrid car or \$500 per month for a hybrid car for up to 36 months (about 3 years), in each month in which the following qualifications are met:

- 1) The Business Leader is a fully qualified, Paid As Senior Key Coordinator or higher, and
- 2) The Business Leader has 13,000 Car Volume.

If the Business Leader's Paid As Title falls below Senior Key Coordinator in any given month, the Business Leader will earn a Car Bonus of \$400 for a non-hybrid or \$450 for a hybrid if the Business Leader has at least 13000 Car Volume for the month.

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If the Business Leader's Car Volume falls below 13,000, or if a Volume Grace Month or waiver is used, in any given month, no Car Bonus will be paid for that month.

Rank Increases Beyond Senior Key Coordinator: Senior Key Coordinators who achieve the rank of Master Coordinator or higher during the 36 months (about 3 years) they are in the Senior Key Coordinator Car Program will earn the Car Bonus amount for the Master Coordinator Car Program in any month in which they are a fully qualified, Paid As Master Coordinator or higher, and have at least 15,000 Car Volume. This does not impact the Business Leader's eligibility to then participate in the Master Coordinator Car Program, once the 36 months in the Senior Key Coordinator Program have passed.

Master Coordinator Car Program

Qualification Period: Hold Paid As Master Coordinator rank or higher and have a minimum of 15,000 Car Volume for each of three consecutive months.

Monthly Car Bonus: Once registration in the program has been accepted by Shaklee, the Business Leader will earn \$500 per month for a non-hybrid car or \$600 per month for a hybrid car for up to 36 months (about 3 years), in each month in which the following qualifications are met:

- 1) The Business Leader is a fully qualified, Paid As Master Coordinator or higher, and
- 2) The Business Leader has 15,000 Car Volume.

If the Business Leader's Paid As Title falls below Master Coordinator in any given month, the Business Leader will earn a Car Bonus of \$450 for a non-hybrid or \$500 for a hybrid if the Business Leader has at least 15,000 Car Volume for the month.

If the Business Leader's Car Volume falls below 15,000, or if a Volume Grace Month or waiver is used, in any given month, no Car Bonus will be paid for that month.

Rank Increases Beyond Master Coordinator: Master Coordinators who achieve the rank of Presidential Master Coordinator during the 36 months (about 3 years) they are in the Master Coordinator Car Program will earn the Car Bonus amount for the Presidential Master Coordinator Car Program in any month in which they are a fully qualified, Paid As Presidential Master Coordinator or higher, and have at least 23,000 Car Volume. This does not impact the Business Leader's eligibility to then participate in the Presidential Master Coordinator Car Program, once the 36 months in the Master Coordinator Program have passed.

Presidential Master Coordinator Car

Qualification Period: Hold Paid As Presidential Master Coordinator rank or higher and have a minimum of 23,000 Car Volume for each of three consecutive months.

Monthly Car Bonus: Once registration in the program has been accepted by Shaklee, the Business Leader will earn \$1400 per month for a non-hybrid car or \$1500 per month for a hybrid or electric car for up to 36 months (about 3 years), in each month in which the following qualifications are met:

- 1) The Business Leader is a fully qualified Paid As Presidential Master Coordinator, and
- 2) The Business Leader has 23,000 Car Volume.

If the Business Leader's Paid As Title falls below Presidential Master Coordinator in any given month, the Business Leader will earn a Car Bonus of \$500 for a non-hybrid or \$600 for a hybrid or electric car if the Business Leader has at least 23,000 Car Volume for the month.

If the Business Leader's Car Volume falls below 23,000, or if a Volume Grace Month or waiver is used, in any given month, no Car Bonus will be paid for that month.

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Terms and Conditions

All Terms and Conditions set forth on pages 3 – 4 of this Incentive Booklet apply to the Car Bonus Program.