



HEALTH & BEAUTY

# UPGRADE YOUR LIFE<sup>®</sup>

LR CAREER PLAN

You can plan your success





HEALTH & BEAUTY

**YOUR  
CAREER  
STARTS  
NOW**

# CONGRATULATIONS AND WELCOME TO THE TEAM

You've taken the first step, and with our unique business model, you've got the chance to realise your dreams.

**With LR, you can plan your career and your success:** On the following pages, we will provide you with a step-by-step guide on how to build and expand your own LR business.

In addition to **earnings from selling LR products (trade margin)**, we will reward you and your successful LR business with **various bonuses**. You'll also find all the information you need online in your personal LR MyOffice.

## + approx. 40 % trade margin

<b>Bonus on Personal Sales</b>	up to 21 %	Page 05
<b>Difference Bonus</b>	up to 21 %	Page 05
<b>Leader Bonus</b>	3 %	Page 12
<b>Special Bonus</b>	up to 10 %	Page 13
<b>Annual Bonus</b>	up to .5 %	Page 15
<b>Depth Bonus</b>	up to 3 %	Page 19
<b>Top-Depth Bonus</b>	up to 3 %	Page 19
<b>President Bonus</b>	up to 1.2 %	Page 21

**YOUR  
SHARE**  
up to  
**43.7%**  
**TOTAL PAYOUT**

**LR  
SHARE**



<b>Fast Track Bonus</b>	Page 06 / 08
<b>Good-Will Bonus</b>	Page 14
<b>Training &amp; Seminar Premium</b>	Page 14
<b>Incentives</b>	Page 26
<b>Car Bonus</b>	Page 28

You'll find the figures  
on your **LR Bonus  
Scale** in the **foldout**

%

## Phase 1

3 %er, 6 %er, 9 %er, 11 %er

Phase 2  
JM, M, JTL

Phase 3  
TL, OL, BOL

Phase 4  
SOL, GOL, POL, VP

Phase 5  
P, 1\*-P, 2\*-P, 3\*-P, 4\*-P, 5\*-P

# WELCOME TO THE LR BUSINESS, **PARTNER.**

**DO  
THIS**



### **Congratulations!**

You've completed the first step.  
The following things await you:

- Start your career with the **LR Starter Package** and the **LR Starter Seminar**.
- **Thrill customers** with your products and quickly generate your first income.
- Customers will become **business partners**, and your team will turn into **a business**.

### **LR INSIDER TIP GOOD TO KNOW**

## **LOVE** WHAT YOU DO AND **KNOW** WHAT YOU SELL

- Familiarise yourself with our **business model**.
- Get to know our product portfolio and find your **favourite products** – the better you know our products, the easier you will find it to enthuse others.
- Your Orgaleader and your LR team will support you with any **questions** you may have and with all your **challenges**.

## Phase 1

3 %er, 6 %er, 9 %er, 11 %er

Phase 2  
JM, M, JTL

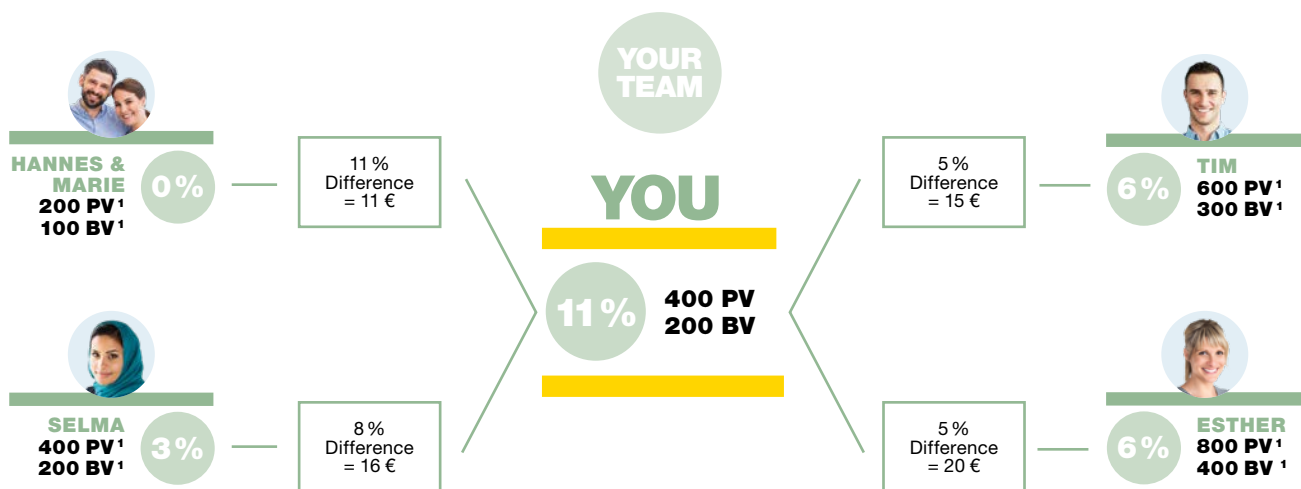
Phase 3  
TL, OL, BOL

Phase 4  
SOL, GOL, POL, VP

Phase 5  
P, 1\*-P, 2\*-P, 3\*-P, 4\*-P, 5\*-P

# YOUR SUCCESSFUL LR BUSINESS SETUP

Right from the start, you will earn money from the direct **sales** of LR products. In addition, you will be rewarded by our unique **bonus program**.



To simplify matters, we calculate as follows in all examples:

1 € (excl. VAT) = 1 BV = 2 PV

You'll find the terms defined in the glossary on page 31.

<sup>1</sup> Total downline sales

<b>EARNINGS FROM SALES (TRADE MARGIN)</b>		approx. 40 % of 200 € (purchase: 200 €, retail: 280 €)	<b>= 80 €</b>
<b>BONUS ON PERSONAL SALES</b>		11 % on 200 BV	<b>= 22 €</b>
<b>DIFFERENCE BONUS</b>	on Esther	11 % – 6 % = 5 % on 400 BV	<b>= 20 €</b>
	on Tim	11 % – 6 % = 5 % on 300 BV	<b>= 15 €</b>
	on Selma	11 % – 3 % = 8 % on 200 BV	<b>= 16 €</b>
	on Hannes & Marie	11 % – 0 % = 11 % on 100 BV	<b>= 11 €</b>
<b>TOTAL EARNINGS</b>			<b>= 164 €</b>

## + EARNINGS FROM SALES

The earning from sales (the trade margin) is approx. 40 %. This means: the price for which you sell products to your own customers is 40 % higher than your purchasing price.

## + BONUS ON PERSONAL SALES

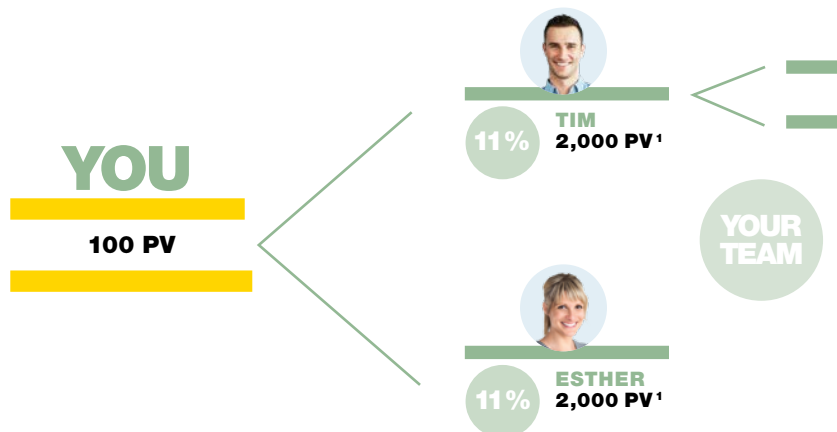
The amount of the bonus you receive depends on your Personal Sales Volume and your bonus level (see the Bonus Scale fold-out on page 32; own bonus level x own BV = Bonus on Personal Sales).

## + DIFFERENCE BONUS

This bonus is calculated from the difference between your bonus level and the bonus level of your first line (see Bonus Scale fold-out on page 32; percentage of difference x BV of the first line = Difference Bonus).

# THE FASTEST PATH TO THE NEXT PHASE OF YOUR CAREER IN THREE FULL MONTHS AFTER YOUR START: **FAST TRACK PROGRAM**

- With a total of **4,000 PV** with your team, which consists of at least 2 Active Lines.
- Of this, at least **100 PV** Personal Sales.
- As a Junior Manager, you will receive a guaranteed minimum bonus of 250 EUR per month<sup>2</sup> plus a Car Bonus<sup>3</sup> for your LR car. This means you will benefit directly from our unique Car Concept.



<sup>1</sup> Total downline sales

<sup>2</sup> Everything you need to know about the Fast Track Bonus at [my-lrworld.com](http://my-lrworld.com)

<sup>3</sup> Prerequisite for the payout of the Car Bonus is the conclusion of a company car agreement (corresponding creditworthiness provided, see Car Concept on page 28 & 29)



# NO TEAM WITHOUT A **MANAGER.**



## **Wow, your LR business is growing.**

You have established your own team.  
Keep up the good work.

- Take the next **step in your career ladder.**
- Increase your **sales figures** and motivate your team – because together you will achieve a lot.
- Train your new **first lines.**



### **LR INSIDER TIP** **GOOD TO KNOW**

## **USE THE *FAST TRACK BONUS* IN YOUR FIRST THREE MONTHS**

- Expand your **LR business** with our Fast Track Bonus.
- Benefit from the **experiences** and **advices** of successful partners.
- Go to **seminars** and **meetings** – you can learn a lot from experienced partners.
- Should you have any **questions**, you can always contact them or your LR team.

# YOUR START WITH THE **FAST TRACK PROGRAM**

You've got the unique opportunity of qualifying for the **Fast Track Program** during the first three full months of working with LR. This is the first elementary component in your LR career.

With the Fast Track Program, you earn up to **30,000 €** in only 12 months. You expand your team phase by phase and increase your guaranteed **minimum bonus in no time.**<sup>1</sup>



## Junior Manager

**4,000 PV in total**,  
min. 100 PV Personal Sales  
2 x 500 PV lines,  
**2,000 PV Side Volume**  
next to a 14 %-line or  
higher

**250 €**

per month guaranteed<sup>1</sup>  
plus **Car bonus**  
plus **Trade margin**

**YOU** 100 PV



**ESTHER**  
2,000 PV<sup>2</sup>



**TIM**  
2,000 PV<sup>2</sup>

**YOUR  
TEAM**



## Junior Teamleader

**12,000 PV in total**,  
min. 100 PV Personal Sales  
3 x 500 PV lines,  
**4,000 PV Side Volume**  
next to a 14 %-line or  
3 x 14 %-lines

**1,000 €**

per month guaranteed<sup>1</sup>  
plus **Car bonus**  
plus **Trade margin**

**YOU** 100 PV



**ESTHER**  
4,000 PV<sup>2</sup>



**TIM**  
4,000 PV<sup>2</sup>



**HANNES  
& MARIE**  
4,000 PV<sup>2</sup>

**YOUR  
TEAM**

<sup>1</sup> Find everything you need to know about the Fast Track Bonus at [my-lrworld.com](http://my-lrworld.com)

<sup>2</sup> Total sales





UP TO  
**30,000€**  
BONUS  
+ CAR BONUS  
+ TRADE MARGIN

## Orgaleader

min. 100 PV Personal Sales  
**6 x 500 PV lines**

### LEVEL 1

**24,000 PV in total**  
or **12,000 PV-Side Volume**  
next to a 21 %-line

**2,000€**

per month guaranteed<sup>1</sup>  
plus **Car bonus<sup>3</sup>**  
plus **Trade margin**

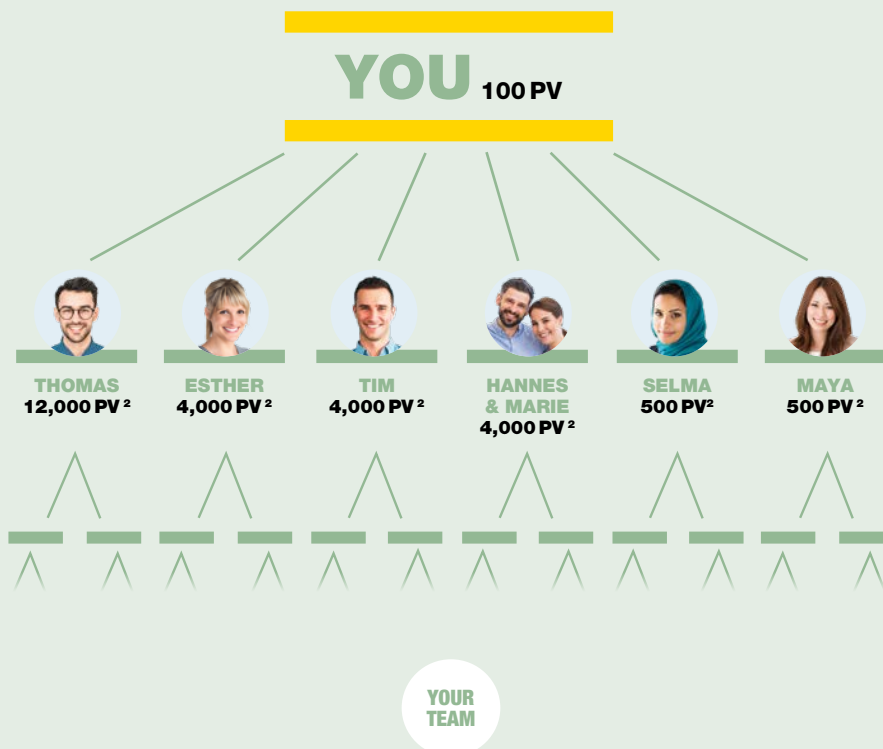
### LEVEL 2

**20,000 PV Side**  
**Volume next to a**  
**21 %-line**

**2,500€**

per month guaranteed<sup>1</sup>  
plus **Car bonus<sup>3</sup>**  
plus **Trade margin**

**GET  
THAT**



<sup>3</sup> Car Bonus: if you receive a Leader Bonus, the leasing subsidy does not apply.

## Phase 2

Junior Manager, Manager, Junior Teamleader

GET  
THAT



## CAR BONUS

- From Phase 2, you will get your Car Bonus and receive **up to 110 EUR per month for your LR car.**
- You may choose between the **following models:**  
Mercedes A-Class, or GLA, VW Golf, Audi Q3 or A4 Avant.  
Go to **my-lrworld.com** to see which other models you are eligible for.



Prerequisite for the payout of the Car Bonus for your LR car is the conclusion of a company car agreement (provided your credit score is adequate). The leasing rate to be paid by the partner may be higher than the respective bonus, depending on mileage, term and special features. For details on the Car Concept, see page 28 & 29.

## BECOME A LEADER

- Your LR business is **growing** continuously.
- You've already trained **your first own talents.**
- You've got **Managers** on your team.
- You're willing to take on a **leadership** role.

# EVERY BUSINESS NEEDS A **LEADER.**

Congratulations! Your LR business is growing into a proper enterprise.

**Enjoy your success.**

- You've got your **own strong downline consisting** of people who want to learn from you and be managed by you.
- Motivate your **newcomers** and teach them the basics in the Starter Seminars.
- Allow your **leaders** to benefit from your experience.  
Because:  
**Their success is your success.**



## LR INSIDER TIP **GOOD TO KNOW**

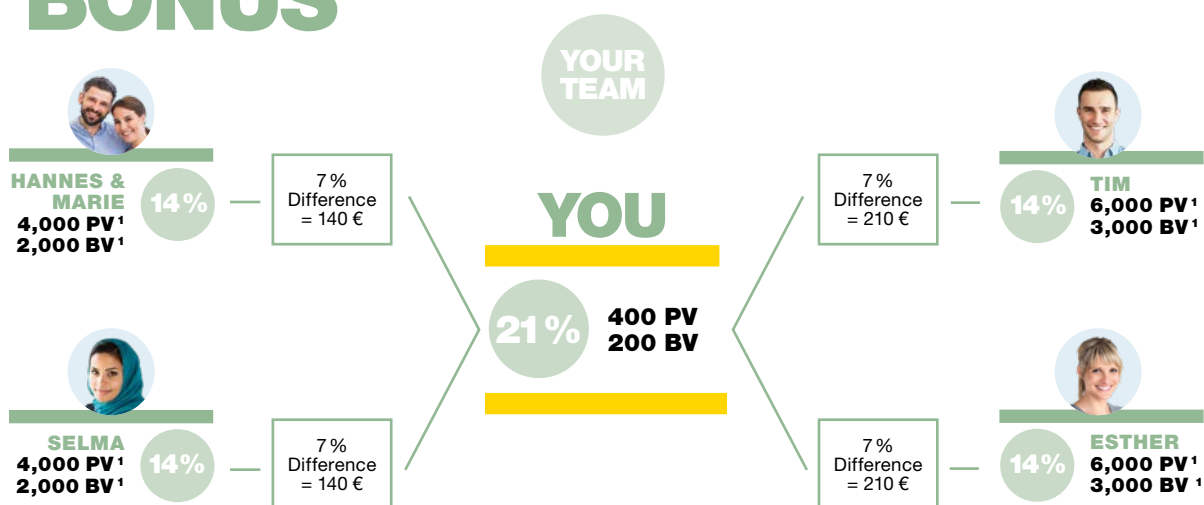
### DISCOVER **POTENTIALS** AND **PROMOTE** THEM SPECIFICALLY

- Your aim is to get your partners to reach the **21 %-level**.
- Find **partners with potential (talents)** at an early stage and give them targeted support.
- Organise events, e.g. **A-Group meetings**: invite 5-7 top partners from your downline to an exclusive meeting; focus on them and coach and motivate them specifically.
- You will quickly see that an **intense supervision of your downline** will greatly benefit your LR business.
- Keep developing your team by recruiting **newcomers** and use the **Side Volume Booster** (page 16).

As a leader, you profit from the **Leader Bonus**, the **Special Bonus** and the **Good-Will Bonus**, next to the already introduced bonuses.



# LEADER BONUS



<sup>1</sup> Total downline sales

BONUS ON PERSONAL SALES		21 % on 200 BV	<b>= 42 €</b>
DIFFERENCE BONUS			
	on Esther	7 % on 3,000 BV	<b>= 210 €</b>
	on Tim	7 % on 3,000 BV	<b>= 210 €</b>
	on Selma	7 % on 2,000 BV	<b>= 140 €</b>
	on Hannes & Marie	7 % on 2,000 BV	<b>= 140 €</b>
LEADER BONUS		3 % on (2 x 3,000 BV) + (2 x 2,000 BV)	<b>= 300 €</b>
TOTAL EARNINGS			<b>= 1,042 €</b>

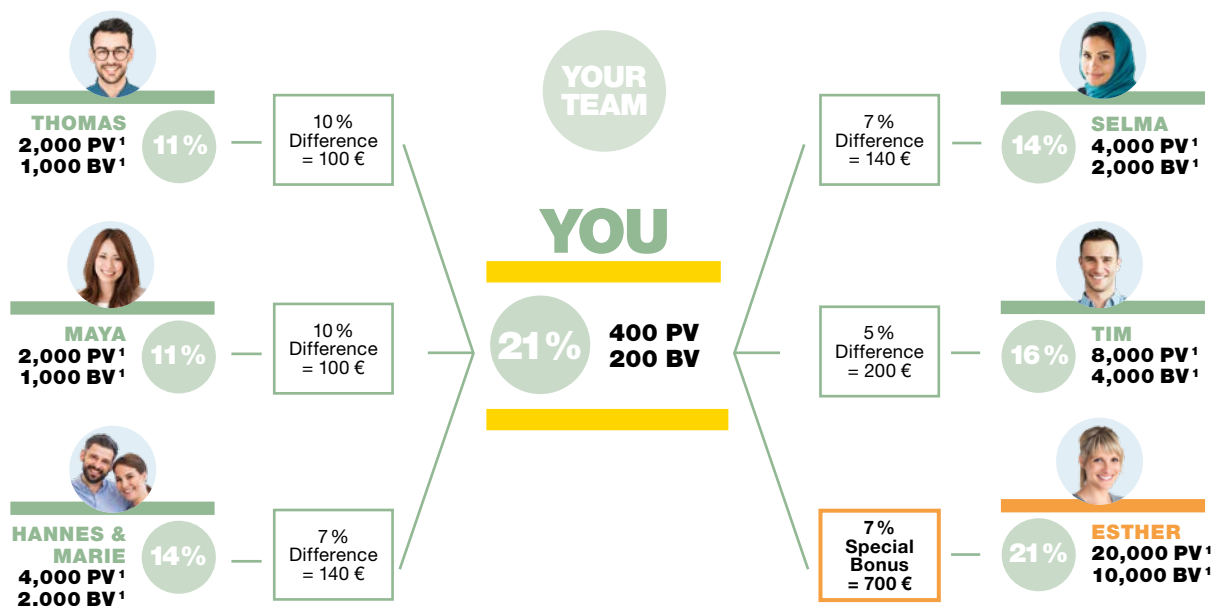
- From the Teamleader level, you will get an **additional bonus of 3% on the BV** of your sales partners on top of your Difference Bonus – a real advantage.
- The Leader Bonus is for bonus-eligible partners with at least **4 Active Lines** and
  - at least **16,000 PV total sales**
  - or
  - at least **12,000 PV Side Volume from a 21 %-line**
  - or
  - **2 direct 21 %-lines.**
- Payable on top of the **Side Volume from your 21 %-lines** (excl. your own Personal Sales).
- If you're a Teamleader and receive the Leader Bonus, you are not eligible for the Car Bonus.

## Phase 3

Teamleader, Orgaleader, Bronze Orgaleader

GET  
THAT

# SPECIAL BONUS



<sup>1</sup> Total downline sales

BONUS ON PERSONAL SALES		21 % on 200 BV	= 42 €
DIFFERENCE BONUS			
on Tim	5 % on 4,000 BV		= 200 €
on Selma	7 % on 2,000 BV		= 140 €
on Hannes & Marie	7 % on 2,000 BV		= 140 €
on Thomas	10 % on 1,000 BV		= 100 €
on Maya	10 % on 1,000 BV		= 100 €
LEADER BONUS		3 % on 4,000 BV + (2 x 2,000 BV) + (2 x 1,000 BV)	= 300 €
SPECIAL BONUS		on Esther 7 % on 10,000 BV	= 700 €
TOTAL EARNINGS			= 1,722 €

- As soon as you have developed Esther into a 21 %er, there is no longer a **difference on which** you can get a Difference Bonus. But to keep rewarding you, you will get the **Special Bonus** for your direct 21%-lines (Esther).
- The **amount of the bonus** depends on the number of 21 %-lines you've got (see Special Bonus chart on page 32).
- In order to get the Special Bonus, you need a minimum of 4,000 PV Side Volume (partial payout, see Special Bonus chart on page 32) on top of your 21 %-lines, i.e.:
  - At least one direct 21 %-line
  - At least 4,000 PV Side Volume
- For more information, please refer to LR MyOffice or ask your leader.



## Phase 3

Teamleader, Orgaleader, Bronze Orgaleader



# GOOD-WILL BONUS

- If you develop a new 21 %-line but don't reach the necessary Side Volume of 12,000 PV, LR will **nonetheless pay you the full Special Bonus for three months**.
- Thus, you are directly rewarded for your success. LR will pay the Good-Will Bonus in **addition** to the regular Special Bonus without any disadvantages for your upline.
- The Good-Will Bonus will be paid if you have a Side Volume of between 4,000 and 11,999 PV in the first 3 months after setting up a new first, second or third 21 %-line.
- You can receive the Good-Will Bonus a maximum of three times throughout your career: once each for your first, second and third 21 %-line.
- For more information on the Good-Will Bonus, please go to **my-lrworld.com**.

**Example for one 21 %-line** (with a Side Volume of 4,000-11,999 PV):

<b>+ With Good-Will Bonus</b>	→	<b>7 % Special Bonus on the 21 %-line</b>		<b>Without Good-Will Bonus</b>	→	<b>7 % Special Bonus on the Side Volume</b>
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# TRAINING AND SEMINAR PREMIUM

To **create** and **train new leaders**, LR is offering a monthly Training and Seminar Premium, which depends on the number of leaders developed (direct 21 %-lines).

Number of 21 %-lines	AMOUNT OF THE PREMIUM
2	<b>150 €</b>
3	<b>200 €</b>
4	<b>400 €</b>
5	<b>500 €</b>
6	<b>600 €</b>
7	<b>700 €</b>
8	<b>800 €</b>
9	<b>900 €</b>



With 2 x 21 %-lines, a Side Volume of 12,000 PV is necessary. From 10 x 21 %-lines, you will no longer receive the Training and Seminar Premium – instead, you will receive the Platinum Bonus.

## Phase 3

Teamleader, Orgaleader, Bronze Orgaleader



# ANNUAL BONUS

If you perform well month after month, LR will reward you for your good work with an additional bonus: the **Annual Bonus**<sup>1</sup>.

- You will receive the Annual Bonus when your sales **reach at least 1,000,000 PV in a calendar year**.
- Your strongest line may only account for a maximum of 60 % of the total sales / at least 1,000,000 PV sales need to be generated without your strongest line.
- In addition, the **Side Volume of the entire calendar year must amount to at least 250,000 PV**.
- With **4 or more direct 21%-lines per month**, the Side Volume is considered as automatically achieved for that month.
- Should one line reach the highest Annual Bonus level of 2.5 %, you as a sponsor will receive 6,400 €<sup>2</sup> if you have generated an annual sales of over 5,000,000 PV with your remaining group. With two lines at the highest level and an additional annual sales of over 5,000,000 PV, you will receive 6,400 €<sup>2</sup> twice. If you do not manage to achieve the necessary Side Volume, 6,400 €<sup>2</sup> will be deducted. The calculation is the same for every additional line.
- Final criterion: you need to remain LR Partner until 31 March of the following year.

### ANNUAL BONUS

from 1,000,000 PV annual sales	1.00 %
from 2,000,000 PV annual sales	1.50 %
from 3,000,000 PV annual sales	2.00 %
from 4,000,000 PV annual sales	2.25 %
from 5,000,000 PV annual sales	2.50 %



<sup>1</sup> The Annual Bonus will be reduced by the amount of the already paid / calculated Annual Bonus in the depth

<sup>2</sup> Conversion as per annual market average

# CAR BONUS

As a **leader**, you will get a monthly Car Bonus of up to 406 €, and you may choose between quality models including: BMW 5 Series, Mercedes C-Class, Audi A6, VW Touareg. Go to **my-lrworld.com** to see which other models you are eligible for (for more information on the Car Bonus, see page 28/29).



# SIDE VOLUME BOOSTER

## A stable Side Volume pays off!

The Side Volume Booster **replaces the 21 %-line**, once you have 24,000 Side-PV or more. This additional count for a 21 %-line is relevant for the following:

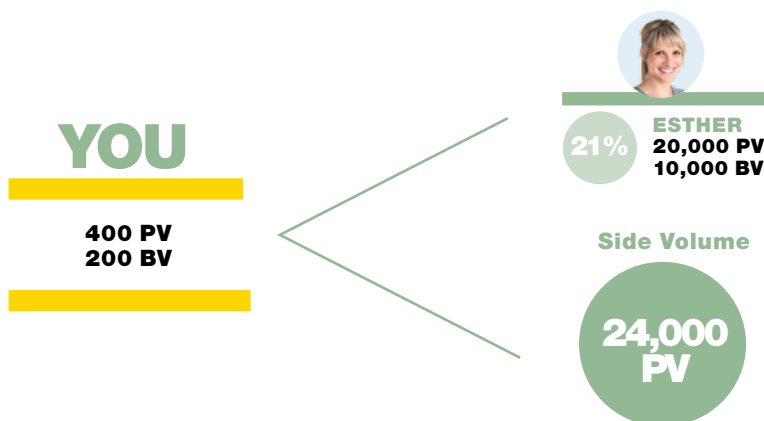
- **Title qualification**
- **Special Bonus level**  
(paid on the volume of the actual 21 %-lines))
- **Depth Bonus** (where applicable)
- **Car Bonus<sup>1</sup>** and **Car Qualification**

The Side Volume Booster is not relevant for the Special Bonus volume (no additional volume beyond the actual 21 %-lines) or the Training and Seminar Premium.

<sup>1</sup> Should a higher Car Bonus level be reached, 32,000 PV Side Volume are necessary to receive the Car Bonus. For additional information, please go to [my-lrworld.com](http://my-lrworld.com)

## EXAMPLE:

## UPGRADE FROM ORGALEADER TO BRONZE ORGALEADER WITH THE SIDE VOLUME BOOSTER



Side Volume 24,000 PV	With Side Volume Booster	Without Side Volume Booster
<b>Number of 21 %-lines</b>	<b>2</b>	1
<b>Title</b>	<b>Bronze-Orgaleader</b>	Orgaleader
<b>Difference Bonus</b>	<b>on 24,000 PV</b>	on 24,000 PV
<b>Leader Bonus</b>	<b>3 % on 24,000 PV</b>	3 % on 24,000 PV
<b>Special Bonus</b>	<b>7.5 % on 20,000 PV</b>	7 % on 20,000 PV

# YOU HAVE MADE IT: YOU ARE A **TOP LEADER.**

You're living proof: **everything is possible with LR!**  
Enjoy the recognition you'll receive.

- Your new task is to be a mentor and **role model for your downline** and your leaders.
- Inspire others with your career and help them follow in your **footsteps**.
- At LR, success pays off, and you have every right to be proud: our **recognition measures** make you an impressive LR role model.



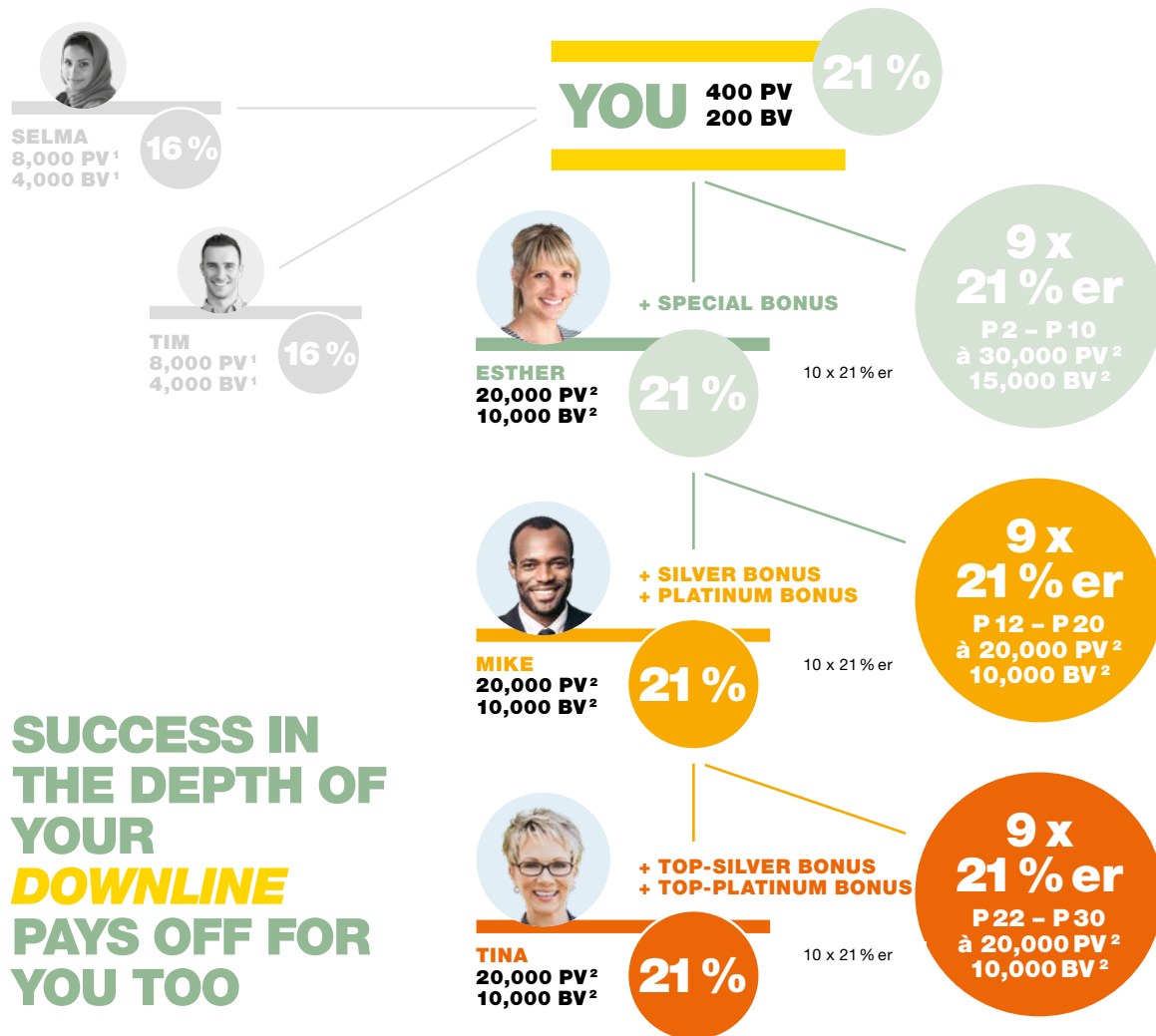
## LR INSIDER TIP **GOOD TO KNOW**

### **INSPIRE** YOUR TOP PARTNERS

- Share your **recipe for success** with your leaders.
- **Win-win situation:** give your partners valuable tips and actively help them train new leaders.
- When their LR business prospers, you will benefit by receiving a **stable and continually growing sustainable income.**

## Phase 4

Silver Orgaleader, Gold Orgaleader, Platinum Orgaleader, Vice President



<sup>1</sup> Total downline sales  
<sup>2</sup> Side Volume

Bonus on Personal Sales		21 % on 200 BV	<b>= 42 €</b>
<b>DIFFERENCE BONUS</b>	<b>on Selma on Tim</b>	5 % on 4,000 BV 5 % on 4,000 BV	<b>= 200 € = 200 €</b>
<b>LEADER BONUS</b>	<b>on Tim und Selma</b>	3 % on (2 x 4,000 BV)	<b>= 240 €</b>
<b>SPECIAL BONUS</b>	<b>Esther P 2 – P 10</b>	1 x (9 % on 10,000 BV) 9 x (9 % on 15,000 BV)	<b>= 900 € = 12,150 €</b>
<b>SILVER BONUS</b>	<b>Mike P 12 – P 20</b>	1 x (2 % on 10,000 BV) 9 x (2 % per 10,000 BV)	<b>= 2,000 €</b>
<b>PLATINUM BONUS</b>	<b>Mike P 12 – P 20</b>	1 x (1 % on 10,000 BV) 9 x (1 % per 10,000 BV)	<b>= 1,000 €</b>
<b>TOP-SILVER BONUS</b>	<b>Tina P 22 – P 30</b>	1 x (0.75 % on 10,000 BV) 9 x (0.75 % per 10,000 BV)	<b>= 750 €</b>
<b>TOP-PLATINUM BONUS</b>	<b>Tina P 22 – P 30</b>	1 x (0.25 % on 10,000 BV) 9 x (0.25 % per 10,000 BV)	<b>= 250 €</b>
<b>TOTAL EARNINGS</b>			<b>= 17,732 €</b>



## Phase 4

Silver Orgaleader, Gold Orgaleader, Platinum Orgaleader, Vice President



## DEPTH BONUSES: SILVER BONUS PLATINUM BONUS

When **your 21 %-lines** develop their own leaders, you also benefit. That is why you get the **Depth Bonus<sup>1</sup>** for each of your leader's 21 %-lines.

With 4 direct 21 %-lines, you'll get a **2 % Silver Bonus**, with 10 direct 21 %-lines, you'll get an additional **1 % Platinum Bonus**.

<sup>1</sup> The Depth Bonus is reduced by the BV on which a Depth Bonus was already calculated / paid.

TYPE OF DEPTH BONUS	Direct 21 %-Lines	Amount of Depth Bonus
SILVER BONUS	4	2.00 %
PLATINUM BONUS	10	1.00 %

## TOP DEPTH BONUSES: SILVER BONUS PLATINUM BONUS

**Your downline is growing** – this is why you benefit from every 21 %-line in your downline.

If your downline is so deep that your leader and not you gets the Depth Bonus for a 21 %-line, you'll get the **Top-Depth Bonus<sup>1</sup>**. Prerequisite for this is that you have at least six Active Lines (min. 4 x 21 %-lines) and one Orgaleader. The percentage level depends on your Bonus Title and the number of your direct 21 %-lines (see table).

MINIMUM QUALIFICATION <sup>2</sup> :	Direct 21 %-lines	Amount of Top-Silver Bonus	Amount of Top-Platinum Bonus
5*-PRESIDENT	10	2.00 %	1.00 %
4*-PRESIDENT	10	2.00 %	1.00 %
3*-PRESIDENT	10	2.00 %	1.00 %
2*-PRESIDENT	10	1.75 %	1.00 %
1*-PRESIDENT	10	1.50 %	1.00 %
PRESIDENT	10	1.25 %	0.75 %
VICE-PRESIDENT	10	1.00 %	0.50 %
PLATINUM-OL	10	0.75 %	0.25 %
GOLD-OL	7	0.50 %	—
SILVER-OL	4	0.25 %	—

<sup>1</sup> The Top-Depth Bonus is reduced by the BV on which a Top-Depth Bonus was already paid.

<sup>2</sup> In the case of the Top-Depth Bonus the qualifications of Silver-OL and Gold-OL exclusively depend on the numbers of direct 21%-lines.

## CAR BONUS

As a **Top Leader**, you will get a monthly Car Bonus of up to 1,300 €, and you may choose between quality models including: BMW X6, Mercedes S-Class, Audi A8, Porsche 911 Cabrio. Go to **my-irworld.com** to see which other models you are eligible for (for more information on the Car Bonus, please see page 28/29).



# WE WANT YOU FOR ***PRESIDENT.***

**Incredible! You're part of the  
absolute LR elite.**

- Everyone in the company knows you  
– thanks to your success, you have  
become a **living legend**.
- Be the **role model** you always wished  
you had.
- You have become one of LR's most  
important public **representatives**.





# PRESIDENT BONUS

You fulfill all the criteria for the Depth Bonus, and you've reached the President phase – this means that **on top of your Depth Bonus**, you will receive the President Bonus<sup>1</sup>. The President Bonus increases step by step. Please refer to the table for the exact figures. The President Bonus works just like the Depth Bonus (page 19).

**FOR EVERY ADDITIONAL STAR + 0,2 %**

YOUR CAREER LEVEL		*	**	***	****	*****	
<b>5*-President</b>	0.2 %	+ 0.2 %	+ 0.2 %	+ 0.2 %	+ 0.2 %	+ 0.2 %	<b>= 1.2 %</b>
<b>4*-President</b>	0.2 %	+ 0.2 %	+ 0.2 %	+ 0.2 %	+ 0.2 %		<b>= 1.0 %</b>
<b>3*-President</b>	0.2 %	+ 0.2 %	+ 0.2 %	+ 0.2 %			<b>= 0.8 %</b>
<b>2*-President</b>	0.2 %	+ 0.2 %	+ 0.2 %				<b>= 0.6 %</b>
<b>1*-President</b>	0.2 %	+ 0.2 %					<b>= 0.4 %</b>
<b>President</b>	0.2 %						<b>= 0.2 %</b>

<sup>1</sup> The President Bonus is reduced by the BV on which a President Bonus was already calculated / paid.

# CAR BONUS

As **President**, you will get a monthly Car Bonus of up to 1,300 €, and you may choose between quality models including: Audi R8, Mercedes GT, Porsche Panamera and Porsche Cayenne.

Go to **my-lrworld.com** to see which other models you are eligible for (for more information on the Car Bonus, please see page 28/29).



# YOUR PATH ON THE LR CAREER LADDER

**With LR, you can achieve anything.** To keep you on track on your path to a successful future with LR, the career ladder gives you an overview of every step right to the top.



Criteria	Personal Sales in PV	100				100			
	Active Lines (500 PV)	-	-	-	-	2	2	3	4
	Total PV	250	500	1,000	2,000	4,000	8,000	12,000	16,000
		or							
	# 21%-Linien <sup>1</sup>	-	-	-	-	-	-	-	1
	Side Volume in PV	-	-	-	-	2,000 <sup>2</sup>	4,000 <sup>2</sup>	4,000 <sup>2</sup>	4,000
	Quality Lines	-	-	-	-	-	-	-	-
	Volume excl. strongest line	-	-	-	-	-	-	-	-

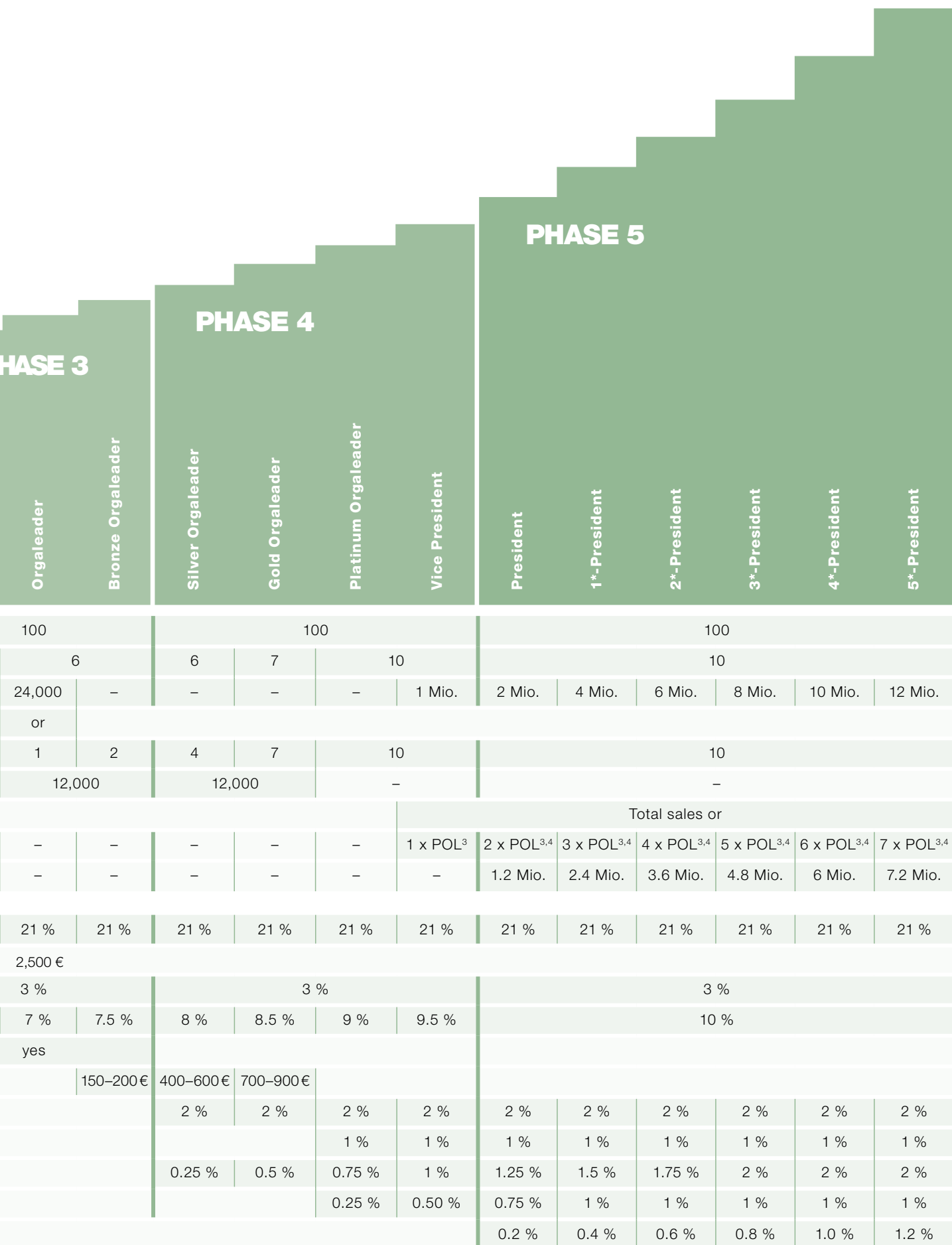
Bonuses	Difference Bonus	3 %	6 %	9 %	11 %	14 %	16 %	21 %	21 %
	Fast Track Bonus <sup>5</sup>					250 €		1,000 €	
	Leader Bonus								
	Special Bonus								
	Good-Will Bonus								7 %
	Training & Seminar Premium								
	Silver Bonus								
	Platinum Bonus								
	Top-Silver Bonus								
	Top-Platinum Bonus								
	President Bonus								

<sup>1</sup> Side Volume Booster: ≥ 24,000, Side-PV can replace a 21%-line | <sup>2</sup> Next to a 14 %-line |

<sup>3</sup> One Platinum Orgaleader line can be substituted with three Silver Orgaleader lines |

<sup>4</sup> One Platinum Orgaleader 1 Side Volume Booster: ≥ 24,000, Side-PV can replace a 21%-line |

<sup>5</sup> Guaranteed minimum bonus | Not included: Car Bonus, Annual Bonus |





# YOUR *TITLES*



## JUNIOR MANAGER

min. 100 PV Personal Sales, 4,000 total PV, 2 Active Lines, 2,000 Side-PV vs. a 14 %-line or higher



## MANAGER

min. 100 PV Personal Sales, 8,000 total PV, 2 Active Lines, 4,000 Side-PV vs. a 14 %-line or higher



## JUNIOR TEAMLEADER

min. 100 PV Personal Sales, 12,000 total PV, 3 Active Lines, 4,000 Side-PV vs. a 14 %-line or higher



## TEAMLEADER

min. 100 PV Personal Sales, 3 months in a row 4 Active Lines and

- 16,000 PV total sales or
- 4,000 PV Side Volume with 1 x 21 %-line or
- 2 x 21%-lines



## ORGALEADER

min. 100 PV Personal Sales, 3 months in a row 6 Active Lines and

- 24,000 PV total sales or
- 12,000 PV Side Volume with 1 x 21 %-line or
- 2 x 21 %-lines



## BRONZE ORGALEADER

min. 100 PV Personal Sales, 3 months in a row 6 Active Lines and

- 2 x 21 %-lines + 12,000 PV Side Volume or
- 3 x 21 %-lines



## SILVER ORGALEADER

min. 100 PV Personal Sales, 3 months in a row 6 Active Lines of which

- 4 x 21 %-lines + 12,000 PV Side Volume or
- 5 or more 21 %-lines



## GOLD ORGALEADER

min. 100 PV Personal Sales, 3 months in a row 7 Active Lines of which

- 7 x 21 %-lines + 12,000 PV Side Volume or
- 8 or more 21 %-lines



## PLATINIUM ORGALEADER

min. 100 PV Personal Sales, 3 months in a row 10 Active Lines of which

- 10 x 21 %-lines



## VICE PRESIDENT

min. 100 PV Personal Sales, 3 months in a row 10 Active Lines of which

- 10 x 21 %-lines of which 1 POL-line or 3 SOL-lines or
- 10 x 21 %-lines + 1 million PV sales



## PRESIDENT

min. 100 PV Personal Sales, 3 months in a row 10 Active Lines of which

- 10 x 21 %-lines of which 2 POL-lines<sup>2</sup> or
- 10 x 21 %-lines + 2 million PV<sup>1</sup>



## 1\*-PRESIDENT UP TO 5\*-PRESIDENT

min. 100 PV Personal Sales, 3 months in a row, 10 Active Lines of which

- 4 Mio. PV <sup>1</sup> or 3 POL <sup>2,3</sup> (1\*-President)
- 6 Mio. PV <sup>1</sup> or 4 POL <sup>2,3</sup> (2\*-President)
- 8 Mio. PV <sup>1</sup> or 5 POL <sup>2,3</sup> (3\*-President)
- 10 Mio. PV <sup>1</sup> or 6 POL <sup>2,3</sup> (4\*-President)
- 12 Mio. PV <sup>1</sup> or 7 POL <sup>2,3</sup> (5\*-President)

with a total of 10 x 21 %-lines

<sup>1</sup> At least 60 % of the total volume in addition to the strongest line |

<sup>2</sup> One Platinum-Orgaleader line can be substituted with three Silver-Orgaleader lines | <sup>3</sup> One Platinum-Orgaleader line is obligatory

# 3 TITLES FOR *YOUR CAREER*



## BONUS TITLE

The **Bonus Title** is determined every month and is used for the bonus calculation.



## CAREER TITLE

Your **Career Title** is your All-Time-High Title, your highest title ever achieved.



## ACTIVE TITLE

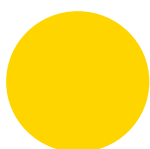
The **Active Title** is determined based on the ongoing performance each month.<sup>1</sup>

## YOUR RECOGNITION FOR ALL 3 TITLES:



## BONUS TITLE

BONUS  
CALCULATION<sup>2</sup>



## CAREER TITLE

PIN /  
CERTIFICATE

HALL OF  
FAME

WALK OF  
FAME

DINNER

CAREER  
MAGAZINE

SUCCESS  
STORY  
[my-lrworld.com](http://my-lrworld.com)

SPECIAL  
ANNUAL  
AWARDS

LR ELITE TRIP &  
LR LEADER TRIP



## ACTIVE TITLE

GLOBAL  
EVENTS

CAR  
CONCEPT<sup>2</sup>

<sup>1</sup> For the level Junior Manager to Junior Teamleader the Active Title is determined by the highest achieved Bonus Title in the last three months. From the level Teamleader the Active Title is determined by the highest achieved titles in the last six months. The Active Title can measure up to the Career Title but cannot be higher than the Career Title.

<sup>2</sup> Qualification criteria are based on local conditions. For further information please check: [www.my-lrworld.com](http://www.my-lrworld.com)

# YOUR LR WORLD OF BENEFITS...

Recognition is at the heart of the LR business and therefore an elementary component of our success. Why is it so important to us? Because every person is happy about praise for good performance. It's all about appreciation and we take it very seriously at LR.

## PORTRAIT IN THE HALL OF FAME



## UNIQUE CAR CONCEPT



## SUCCESS STORY IN THE LR CAREER MAGAZINE

**INSPIRING  
EVENTS & PARTIES**



**STAR ON THE  
WALK OF FAME**



**HANDING OVER OF  
PIN & CERTIFICATE**



**EXCLUSIVE DREAM TRIPS  
AROUND THE GLOBE**

(e.g. LR ELITE TRIP)



**EXCLUSIVE  
DINNER**

**...TRULY  
INVALUABLE!**



# YOUR LR CAR CONCEPT



With our unique LR Car Concept, we **reward** you and **motivate** you to tackle new challenges.

## JUNIOR MANAGER

**You get a 55.00 € Car Bonus<sup>1</sup>**

- You need to reach a total monthly sales of 4,000 PV, have 2 Active Lines and generate 100 PV of Personal Sales.
- Should one Active Line have reached the 14 %-level, the Side Volume outside the line needs to amount to at least 2,000 PV PV (does not apply when you've got 2 or more 14 %-lines).



## MANAGER

**Car Bonus of up to 110.00 €<sup>1</sup>**

- You need to reach a total monthly sales of 8,000 PV, have 2 Active Lines and generate 100 PV of Personal Sales.
- Should one Active Line have reached the 14 %-level, the Side Volume outside the line needs to amount to at least 4,000 PV (does not apply when you've got 2 or more 14 %-lines).
- If the Side Volume outside the 14 %-line amounts to at least 2,000 PV, you will get a grant of up to 55.00 €.



## JUNIOR TEAMLEADER / TEAMLEADER

- If you receive a Leader Bonus, you are not eligible for the leasing grant.
- If you don't receive a Leader Bonus, the same provisions as specified under Junior Manager / Manager<sup>1</sup> apply.





## ORGALEADER

### Car Bonus of up to 406.00 €<sup>1</sup>

- You need to have 6 Active Lines every month and generate 100 PV of Personal Sales plus
  - 24,000 PV total volume or
  - 20,000 PV Side Volume with 1 x 21 %-line or
  - 8,000 PV Side Volume with 2 x 21 %-lines or
  - 3 x 21 %-lines.
- If you don't manage to meet these prerequisites but at least qualify for the (Junior) Manager vehicle, you will get a Car Bonus of up to 55 € / 110 €.



## SILVER ORGALEADER

### Car Bonus of up to 620.00 €<sup>1</sup>

- You need to have 6 Active Lines every month, at least 4 of which need to be 21 %-lines, and generate a Side Volume of 20,000 PV (with a Personal Sales Volume of at least 100 PV).  
or
  - 5 or more 21 %-lines; a Side Volume on top of the 21 %-lines is not necessary in this case.
- If you don't manage to meet these prerequisites but at least qualify for the Orgaleader vehicle, you will get a Car Bonus of up to 406.00 €.



## GOLD ORGALEADER

### Car Bonus of up to 917.00 €<sup>1</sup>

- You need to have 7 x 21 %-lines every month and generate a Side Volume of 20,000 PV (with a Personal Sales Volume of at least 100 PV).  
or
  - 8 or more 21 %-lines; a Side Volume on top of the 21 %-lines is not necessary in this case.
- If you don't manage to meet these prerequisites but at least qualify for the Silver-Orgaleader vehicle, you will get a Car Bonus of up to 620.00 €.



## PLATINUM ORGALEADER

### Car Bonus of up to 1,300.00 €<sup>1</sup>

- 3 months in a row 10 x 21 %-lines.
- You need to qualify for Platinum Orgaleader every month.
- If you don't manage to meet these prerequisites but at least qualify for the Gold Orgaleader vehicle, you will get a Car Bonus of up to 917.00 €.



<sup>1</sup> Prerequisite for the payout of the Car Bonus for your LR car is the conclusion of a company car agreement (provided your credit score is adequate). The leasing rate, which depends on mileage, term and special features, may be higher than the bonus you receive.  
Go to [my-lrworld.com](https://my-lrworld.com) to see which models you are eligible for.

# DIGITAL SUPPORT FOR YOUR LR BUSINESS

Your **digital business** tools support you all the time in your LR business



## LR MYOFFICE:

**Your personal assistant for business figures and structure activities**

- Keep on track – all relevant activities of your downline at a glance
- Your steps to the next career phase and information on how to actively manage team activity
- No more overlooking of newcomers and jubilees – all contacts of your structure in a view



## LR REPORT CREATOR

**The tool in MyOffice for Leaders**

- Individual reporting
- Professional Mailing
- Precise targeting
- Team performance overview
- Comfortable partner activation

**For all partners:**

- Relevant bonus documents at a glance



## LR CONNECT APP

**In the app for your LR business you can expect things like:**

- Exciting onboarding videos
- Helpful product videos
- Advanced videos to support your LR business
- Worth knowing and useful tips from LR and your leader for you
- Your contacts at a glance
- Actual news and events

# YOUR GLOSSARY

## PV

PV stands for point value. The point value is the value assigned to each LR product (excluding sales aids). Based on the PV, you will reach certain qualifications and bonus levels.

## BV

BV stands for business volume. The business volume, like the PV, is a value assigned to every product (except sales aids). The bonus level (see fold-out) – based on the PV you generated – is calculated with reference to the BV. You then receive the corresponding number of euros as a payout.

## PERSONAL SALES (IN PV)

Your monthly sales you generate personally (the sales in your name and your invoice). Your Personal Sales will be bonified up to a maximum value of 3,900 PV per month. The sales of customers (including premium customers, in countries with premium customer concept) will be bonified up to a maximum value of 2,000 PV per month. This also applies to the upline.

## TOTAL SALES (IN PV)

Your monthly Personal Sales plus the total monthly sales of the business you have established.

## BONUS ELIGIBILITY

You will receive monthly bonus payments if you have a total sales of at least 250 PV of which at least 100 PV need to be Personal Sales. In addition, you need to have participated in the Starter Seminar.

## FIRST LINE

The first line denotes all the partners that you yourself have sponsored.

## ACTIVE LINE

An active line is any of your direct lines that generates a total sales of at least 500 PV per month.

## 14 %-LINE (14 %ER)

A 14 %-line is any of your direct lines that generates a total sales of at least 4,000 PV per month.

## 21 %-LINE (21 %er)

A 21 %-line is any of your direct lines that generates a total sales of at least 12,000 PV per month.

## SIDE VOLUME

Side Volume is your total sales (incl. your Personal Sales) that you generate without your 21 %-lines. This is relevant for your Special Bonus, Annual Bonus, Training & Seminar Premium, Car Bonus and title qualifications. Exception: titles in Phase 2 (JM, M, JTL). Here the Side Volume is your total sales (incl. your Personal Sales) that you generate without your 14 %-lines and higher.

## SPONSOR

Your sponsor is the partner who enrolled you and helps you with your career development.

## DOWNLINE

The downline refers to the business structure below your own position, i.e. all first lines, their partners and their partner's partners are part of your downline.

## UPLINE

The upline refers to the business structure above your own position, i.e. your sponsor, their sponsor and their sponsor's sponsor are part of your upline.

## BONUS TITLE

Your Bonus Title is determined by your monthly performance. It indicates the amount of your bonus and what your various incentives are.

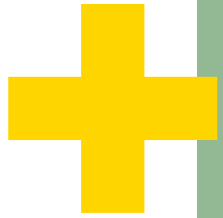
## CAREER TITLE

The Career Title is the highest bonus title you have achieved 3 times in a row. This is the title you use when representing your business.

## RETURNS

Returned orders from previous months will be corrected with the next bonus accounting according to their cause. Returns can have an effect on the bonus, the recognition, the car concept and the incentives.

# YOUR LR BONUS SCALE



<b>12,000 PV</b>	<b>21% Bonus</b>
<b>8,000 PV</b>	<b>16% Bonus</b>
<b>4,000 PV</b>	<b>14% Bonus</b>
<b>2,000 PV</b>	<b>11% Bonus</b>
<b>1,000 PV</b>	<b>9% Bonus</b>
<b>500 PV</b>	<b>6% Bonus</b>
<b>250 PV</b>	<b>3% Bonus</b>

## SPECIAL BONUS

<b>Number of direct 21%-lines</b>	<b>Criteria</b>	<b>Special Bonus<sup>2</sup></b>
<b>1</b>	<i>Side Volume</i> < 4,000 PV 4,000 – 11,999 PV ≥ 12,000 PV	no Special Bonus 7 % on the rest 7 % on the sales of the 21%er
<b>2 – 3</b>	<i>Side Volume</i> < 4,000 PV 4,000 – 11,999 PV ≥ 12,000 PV	no Special Bonus 7.5 % on 50 % of the sales of the 21%er 7.5 % on the sales of the 21%er
<b>4 – 6<sup>1</sup></b>		8 % on the sales of the 21%er
<b>7 – 9<sup>1</sup></b>		8.5 % on the sales of the 21%er
<b>10<sup>1</sup></b>		9 % on the sales of the 21%er
<b>10<sup>1</sup></b>	<b>+ 1 Mio. PV</b> or <b>+ 3 Silver-Lines<sup>3</sup></b>	9.5 % on the sales of the 21%er
<b>10<sup>1</sup></b>	<b>+ 2 Mio. PV</b> or <b>+ 2 Platinum-Lines<sup>4</sup></b>	10 % on the sales of the 21%er

<sup>1</sup> With a Side Volume of less than 12,000 PV, the missing sales is deducted from the Special Bonus volume.

<sup>2</sup> The Special Bonus is reduced by the BV on which a Special Bonus was already calculated / paid.

<sup>3</sup> Three SOL-lines can be substituted with one POL-Line.

<sup>4</sup> One POL-line can be substituted with three SOL-lines. One POL-line is obligatory.



HEALTH & BEAUTY

# START NOW

## WE'RE ALWAYS THERE FOR YOU

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Mail [info@lrworld.com](mailto:info@lrworld.com)

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# OPEN HERE

## YOUR LR BONUS SCALE AND YOUR SPECIAL BONUS AT A GLANCE

## CHECK YOUR LR BUSINESS WITH YOUR DIGITAL BUSINESS TOOLS

**LR MyOffice & LR Report Creator:**

**At [myoffice.lrworld.com](https://myoffice.lrworld.com) you will find  
all the information you need for your  
LR business.**

**LR Connect App:**

**Here you can go directly to the app:  
Scan the QR code and get started.**

