



 LIFEPLUS

Your world of opportunity

Concept Brochure

“I can describe Lifepus in one word... ‘opportunity’. Opportunity for everyone in health, in lifestyle and being happy with what you’re doing day by day.”

Bob Lemon

Lifepus founder



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Welcome to Lifepilus



At Lifeplus, our simple, guiding aim has always been to inspire people to lead healthier lives.

We offer support and guidance in discovering the practical steps anyone can take to feel good, every day. We do this in a few different ways. We make exceptional nutritional supplements based on a legacy of innovation, expertise and an understanding of the complexities of how nutrition works in the human body.

We've created a simple philosophy for living well, based on the principle that taking small but significant steps in managing different aspects of our wellbeing can greatly improve anyone's quality of life.

We also firmly believe that when people are given support, guidance and advice, they can accomplish amazing things. This is at the centre of a home business opportunity with Lifeplus that anyone can explore.

A different
kind of
business



As pioneers in holistic wellbeing, from the start we wanted to make it easy for people to discover the advantages of Lifeplus – and then share that enthusiasm.

We recognised early on the value of social connection to our business; we believe positive relationships with like-minded people can lead to a happier, healthier life.

That's why we created a referral marketing opportunity that is truly in harmony with our vision and ambition to help everyone around the world live well.

A formula for success

The success of our concept is its simplicity. As you begin to enjoy the advantages of Lifeplus, you may wish to share that experience with others.

You can do so with little risk; there are no fees or requirements to buy bulk inventory – we want to encourage everyone to discover the potential for their own home business free from obligation.

Those willing to take a look and invest a bit of time and effort can enjoy potential financial benefits, increased flexibility and another reward that we think is just as important: the empowerment and fulfilment of sharing a positive experience to help others in turn.

A woman in a light pink button-down shirt is shown from the chest down, pouring small, round, light-colored pills from a white plastic bottle into her left hand. The bottle has a purple female symbol on it. She is wearing a ring on her left ring finger. In the foreground, there is a wooden cutting board with several cherry tomatoes, a glass of water, and other fresh vegetables like a yellow bell pepper and green leafy vegetables. The background is a bright, out-of-focus kitchen area with a window showing greenery outside.

A philosophy
for wellbeing

Our world is filled with conflicting and often confusing information, so it can be difficult to sort through the noise and really understand what's best for our individual wellbeing.

That's why we've created a simple shorthand for how we can pay more attention to our overall wellbeing in our daily lives.

We call it our Lifeplus formula: a summary of our knowledge and experience simplified into four key areas – Eating Well, Staying Active, State of Mind and Nutritional Supplementation.

The idea behind this is simple – if you combine all elements of our formula together, you will be positively contributing towards your holistic wellbeing.

Nutritional Supplementation



Every day our bodies use vitamins, minerals and enzymes to perform countless little miracles.

Understanding how to achieve the right balance of these nutrients can help people to feel their very best.

Lifepius products can help anyone learn the benefits of effective supplementation. Expertly formulated, our products can offer not only all-round nutritional support, but targeted solutions for specific individual needs.

We take great pride in our products and we believe they are second to none. We manufacture them sensitively, using sustainable practices and minimising artificial additives. We use the highest quality ingredients as a matter of course, but we also spend time choosing and testing the combinations that represent the greatest synergy – complementing each other to deliver an effective formulation that's truly greater than the sum of its parts.

You don't need to take just our word for it; we've built a global community of people who've discovered first-hand the support they can enjoy from Lifepius products, as well as the benefits of sharing them with others.

Quality products built on our history, and always looking forward... at Lifepius, we're committed to helping anyone build a full picture of how effective supplementation can make a real difference to their wellbeing.



Relationships

People are amazing. Especially curious people... we think they're the best of all!

Because it's curious people who set out not only to discover, but to share, who can help make the world a better place.

This is the key to our success – people helping people. Since our very beginnings, as more and more people have learned about the benefits of Lifeplus, they become proactive and enthusiastic in reaching out to build relationships with other curious people, sharing the advantages of discovering Lifeplus. This is what sets us apart as a company, and as a business opportunity.

Generosity, quality, integrity and transformation – these are the core values which we believe are at the heart of forming strong and positive relationships that can lead to anyone discovering their own potential.

We support Lifeplus Members around the world, helping them use their own natural skills in conversation and sharing to create a business by building friendly and effective connections.

By sharing your experience, in turn you can help someone new to think about their own wellbeing, and their own potential. We truly feel that to do so can be one of life's most fulfilling experiences – and a growing worldwide community of thousands agrees.

So what is Lifeplus referral marketing?

Referral marketing works differently in that products go straight from the manufacturer to the end consumer.

When you read a good book or discover a great new restaurant, you simply tell your friends about it and give them your recommendation. That is how referral marketing works!

- No start-up capital needed
 - No need to hold product stock
 - No unit sales or door-to-door selling.
- ✓ Simply approach others and share your experiences.
 - ✓ Do as much or as little as you are comfortable with.



In some direct sales models there can be several stages before the product gets to the customer. With Lifeplus we ship the product straight from our warehouse to the end user.

How does our commission plan work?

Our rewards structure is fair and designed to benefit Members equally across all levels.

Our plan allows you to start and grow your business at your own pace. You can choose to develop a supplementary, part-time income or you may wish to work towards potentially achieving more.

The best part? You can do all of this whilst working from anywhere! Our plan is in-depth and flexible, and importantly the more you help others to succeed, the greater the rewards you will potentially receive.

Our friendly customer service team at Lifeplus or your sponsor – the person who introduced you to the business – will be able to talk to you about it in detail, but let's have a look at the basics here.

The plan breaks down into three main parts:

Referral Commissions

Leadership Commissions*

Leadership Development Commissions*

These commissions are worked out using International Points (IP) – but what are these, and how do they work?

* Leadership Commissions and Leadership Development Commissions are options that follow on from Referral Commissions as your team grows. Please see table on page 20+21 and refer to your upline or the Lifeplus website for more details.

What is the International Points system?

Commission payments are based on the Lifeplus products ordered by you, your shop customers, and the people you sponsor. Lifeplus is a global business – you can sponsor someone in Germany, who in turn sponsors someone in Japan, who then goes on to sponsor someone in the United States.

For this reason we don't calculate commissions based on national currencies. In order to ensure that all our global Members can receive a universally fair commission we have our own system, called International Points (IP).

Every product has both a sales price and an IP value. The sales price is what you pay when you purchase our products and the IP of each adds up to provide you with an IP total. Think of it as Lifeplus currency!

We then use this to determine your commission, which is converted to standard currency and paid to you, and also the level you have reached in the Commission Plan.

This is all automatically worked out for you and once you've completed your direct credit form you will receive your referral commissions paid directly into your bank account, and a monthly statement via email. This process can vary by country: please contact Lifeplus for details.

So let's have a look at this in action.

Remember: Do not be misled by claims that high earnings are easily achieved.



powered by
ALIFEPLUS

How do referral commissions work?

The initial criteria for qualifying for commission payments is called your Activity Volume (AV). If within a calendar month you are active in purchasing Lifeplus products, you then begin to qualify for referral commissions.

Direct Referrals

All of the Members whom you personally sponsor are your *direct* referrals, otherwise known as your first level.

If you have met the previous qualifying criteria (40 IP), you will then qualify in a given month for 5% of the total IP value of your direct referrals, regardless of whether they refer themselves.

Indirect Referrals

So who are your *indirect* referrals?

These are the people who, after speaking with your direct referrals, have also decided to become Lifeplus Members. They represent your second level.

For every calendar month you qualify you can earn 25% on the total IP of your second level Members. This second level commission recognises your active support of your second level.

It naturally follows then that the third level is the direct referrals of your second level. You will receive 10% of the total IP of this level for each calendar month you qualify, with one extra criterion: you must have 3 qualifying legs.*

Referral Commissions



You 40 IP AV



5%
Commission

Level 1 Qualification
40 IP AV



25%
Commission

Level 2 Qualification
40 IP AV



10%
Commission

Level 3 Qualification
40 IP AV + 3 Qualifying* Legs

* A qualifying leg is a Member who, in a given month, has at least 40 IP Activity Volume (AV) or who has 15 legs with 40 IP each.

This illustration shows the commission for the first 150 IP of a Member order.

Online Shop

When you become a Member, Lifeplus has your online shop set up for you and it's all free.

You'll get a unique link to share and sell from, with suggested products for others to buy.

When a Shopper places an order in your shop and if you have met the qualifying criteria (40 IP), you will then qualify to receive a commission of 25% of the total IP in your shop. Your upline will also receive a commission as illustrated on the following page.

Online Shop Commission



You



25%
Commission

Shop
Commission on
your total Shop IP



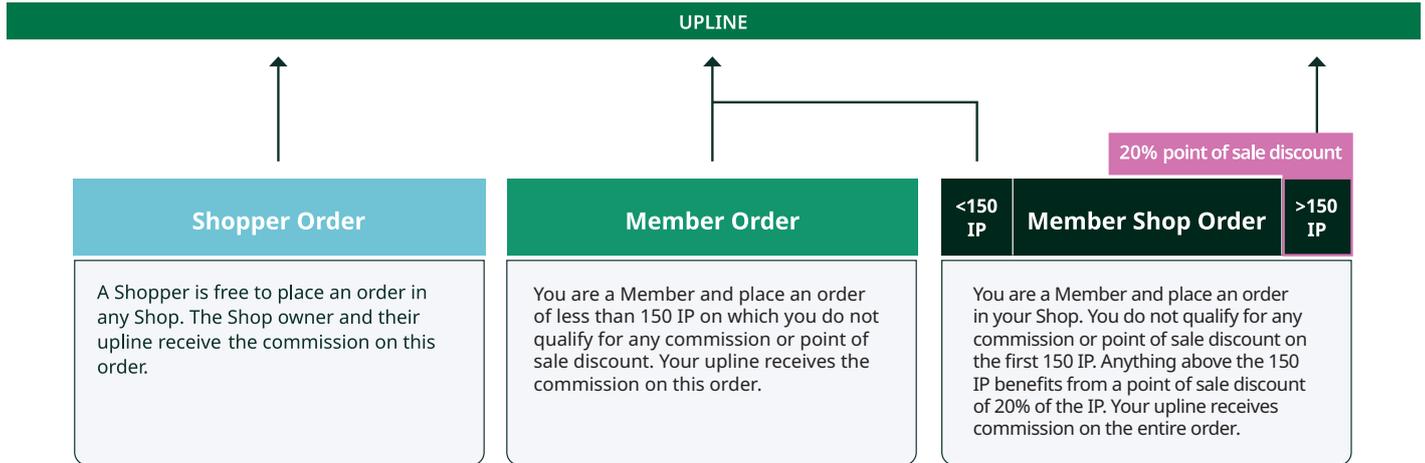
Illustration: Your earnings opportunities in Phase 1

Let's illustrate how the different types of referral commissions work. We're proud of our simple, honest system that's made to reward you. No gimmicks – just fair commissions and opportunities to grow.

* Please refer to your upline or official documentation on the website for more information.

PHASE 1 LEVEL COMMISSIONS - 40% (LEVELS 1-3)

Level 3	40 IP AV 3 QL	5%	Level 3	40 IP AV 3 QL	10%	Level 3	40 IP AV 3 QL	5%
Level 2	40 IP AV	10%	Level 2	40 IP AV	25%	Level 2	40 IP AV	5%
Shop Level	40 IP AV	25%	Level 1	40 IP AV	5%	Level 1	40 IP AV	10%



AV: Activity Volume **QGV:** Qualifying Group Volume **QL:** Qualifying Leg **IP:** International Points

How do Leadership Commissions work?

Leadership Commission

The great thing about our Commission Plan is that the more sales that are generated through you, the more potential for you to develop into a leadership position. When your Members start building their own businesses, the ongoing connections create what we call your 'downline' – the network that develops under your guidance. You can potentially find yourself guiding and supporting more and more people in building their own business.

In recognition of this increased responsibility, Lifeplus rewards qualifying Members with Leadership Commission.

Leadership Commission and Achievement Levels

Level	Commission**	Qualification
Bronze 100 IP AV	3%	3 Qualifying Legs 3,000 IP QGV*
Silver 100 IP AV	6%	6 Qualifying Legs 6,000 IP QGV*
Gold 150 IP AV	9%	9 Qualifying Legs 9,000 IP QGV*
Diamond 150 IP AV	12%	12 Qualifying Legs 15,000 IP QGV*

* Qualifying Group volume (QGV) is the total of your activity volume plus your shop volume and the volume of your first three levels.

** Commissions do not 'stack' - the maximum leadership commission you can earn is 12%. Ask your upline or Lifeplus for more information.

Leadership commission introduce two important new qualifying measures, designed to reflect your growing network and scale potential rewards appropriately.

- Qualifying Legs – When a direct referral of yours decides to order Lifeplus products and become a Member, we call that one of your 'legs'. If you have five direct referrals who do this, you have five legs, and so on. For a leg to be 'qualifying' there must be at least one Member within your downline ordering Lifeplus products to a value of 40 IP or more. You need at least three qualifying legs to qualify for the first leadership commission – Bronze.
- Qualifying Group Volume – similar in principle to Activity Volume, this is the total of your activity volume plus your shop volume combined with the total IP volume of your first three levels. QGV targets start at 3,000 for Bronze.

If you have invested the necessary time and effort into developing your business to this level, you could start to earn additional leadership commissions from 3% of the IP of each Member from your fourth level. You may continue to earn commissions beyond your fourth level – ask your upline or Lifeplus for more details.

Dynamic Compression

If there are Members of your downline who do not qualify in a given month, the commissions of those qualifying below them are 'compressed' up from the next qualifying Member, ensuring you still earn commissions. Ask your sponsor for details.

The basics – order information

Placing an Order

Orders can be placed in any one of the following ways; choose the one most convenient to you.

- By telephone using our Freephone numbers. Our advisors are always ready to help.
- Order securely online on our website www.lifeplus.com

Your Account Number (PIN)

Your sponsor will explain this term to you in full detail, but in summary, when you make your first order with Lifeplus you will do so by providing your sponsor's PIN. Then in turn you will be given a PIN of your own, which you will quote when making all subsequent orders – and in turn, any Member or Shopper you refer will quote this number when they decide to place their first order.

You may wonder why you need to use a number each time, but it's really quite simple – we use PINs to make sure that you receive the correct amount of commission each month, as well as make sure we have the correct details for all your orders. If you'd like to know more about PINs and how we use them, just ask your sponsor, or get in touch with us at Lifeplus using the Freephone number for your country.

Payment Methods

Payment methods can vary from country to country, though all countries can pay by credit card. Please check with the European office for details regarding a specific country or see the relevant order form online at www.lifeplus.com

Delivery of Your Order

Orders can be delivered to your home address or to another address (e.g. your place of work) so that someone is there to receive your order. We aim to deliver your order to you within 3–5 working days. On occasion, this may take longer due to regional postal services.

Automatic Shipment Advantage Programme (ASAP)

At Lifeplus we like to make things simple and make sure things work. Once you decide on a regular selection of Lifeplus products, you don't want to have to fill out your order every month – and you also want to make sure your orders are processed in a timely fashion so they count towards your monthly commission qualifications. That's why we offer the opportunity for you to place a regular repeat order of your favourite products on a monthly basis in our ASAP system.

Your orders will be processed and dispatched automatically each month – and there are also potential price advantages from ordering in this way. Please refer to your price list, the Terms of Sale on the Lifeplus website, or talk with your sponsor for more details.

Order Cancellation

You may choose to cancel your order at any time after the receipt of your goods. Simply get in touch with our friendly team and they will arrange the cancellation. You may also cancel orders online – check our website or contact Lifeplus for details.

Product Returns

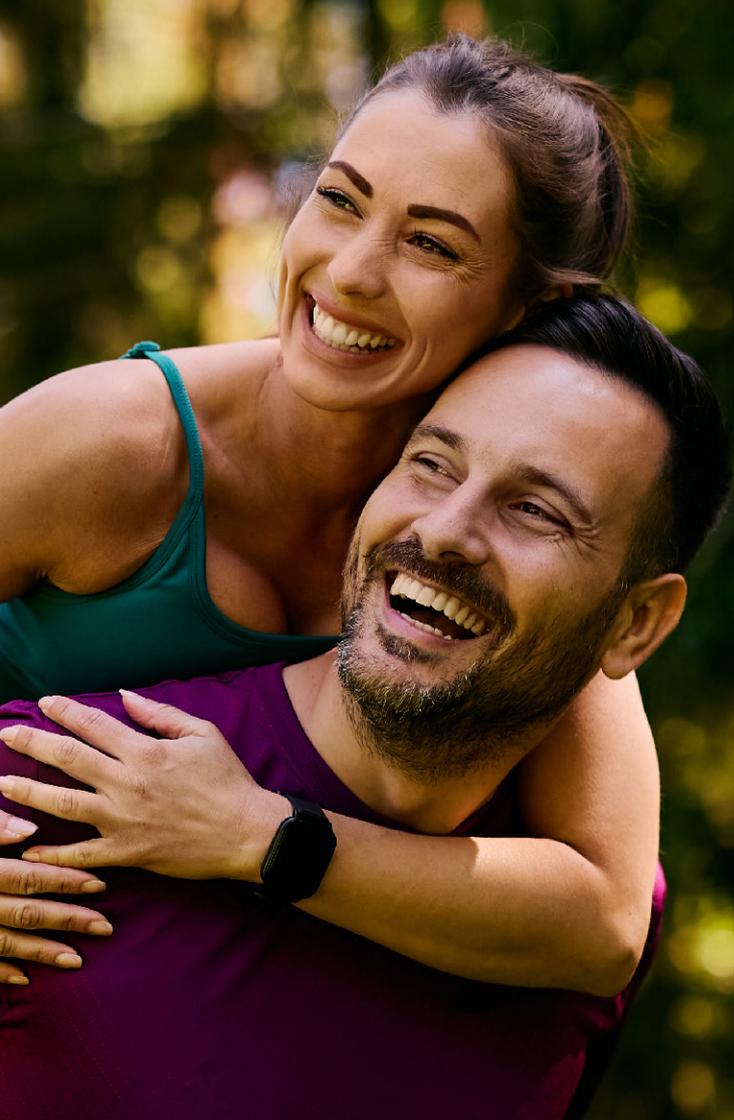
You can return any products within 30 days and either exchange for alternative products or receive a full refund if you are in any way unhappy with the product. Please contact the European Lifeplus office prior to returning any item so that we can work out the best solution for you.

Value Added Tax

If you are receiving a monthly commission cheque and you are VAT registered you should contact us at Lifeplus – we have an additional form for you to complete and arrange for your VAT number to be shown on your monthly statement.

Starting your business





Welcome to the Lifepus Concept: a new sense of wellbeing and the opportunity to develop your lifestyle simply by sharing your experiences.

Once you have experienced the benefits of Lifepus for yourself, you have the chance to touch the lives of others, simply by sharing your own story.

In doing so, you will be rewarded in a number of ways and, most importantly, you will be giving like-minded people the same opportunity.

Lifestyle choices

Anyone can do it – sales skills are not necessary, your enthusiasm is what counts most. Our business model is simple and fair; we don't believe in the pressure of the 'hard sell.'

You just share and provide information about the positive experience you've had with our products. You are always able to draw on the support and knowledge of your sponsor as you build your business.

We believe in people helping people, and our concept gives you the incentive to help the people you sponsor into the business to build up networks of their own, in turn helping them to succeed. Through each new Member's success, you can expand your business beyond your own personal customer reach, simply by sharing information and having conversations – no sales skills required! Actual earnings are based on the order volume, ensuring you are fairly compensated for your efforts.

The four pillars that support your business:

The Company

- Origins date back to 1936
- Our core focus is helping others to feel good
- In-house production
- Advanced manufacturing technologies
- We put people first

The Products

- Everyday essentials
- Premium quality
- Unique and synergistic formulations
- Exclusive, proprietary PhytoZyme® Base

The Market

- Wellness, fitness, anti-ageing
- Nutritional supplements (a growing market)
- Natural body care
- Sport nutrition
- Referral marketing (a flexible business model)

The Benefits

- Fair and balanced rewards plan
- Excellent growth opportunities across all levels
- Commission plans targeted at supporting you in your development
- Flexible home-based business opportunity

Where do I begin?

Training Wheel

This simple wheel should give you an idea of a few first steps you can take as you look to make your start, including who you might get in touch with, how to start the key conversations and some practical ways to potentially develop a contact into a positive business connection.



The training wheel – the first half

1. Making contact

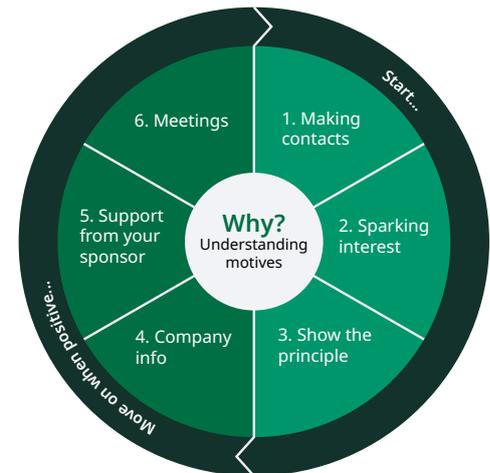
- Start by building a list of who you know – think about who might be interested in the opportunity.
- Also think about other places that you might meet people who'd be interested – the gym, sports clubs – even where you work. Don't be afraid to leave your comfort zone!
- Always be warm and friendly – never 'pushy!' You'll enjoy it more!

2. Sparking interest

- Dialogue is the key. Tell your own story, how you've found Lifeplus to be a great solution for you.
- Listening is just as important. Ask questions, and show interest; explore what motivates the people you speak with.
- Identify Referral Marketing as an opportunity that helped you achieve your own goals.

3. Show principle

- Use a clear visual tool like the diagram on page 12 to explain referral marketing.
- Take a moment to emphasise the benefits: the low risk, the flexibility, the great potential rewards – how it fits into anyone's life.
- The goods come straight from the manufacturer – a direct relationship, where everyone enjoys the same price.



The training wheel – the second half

You may feel the other party is not interested enough to proceed from here; or you may ask the question specifically to find out. If they are not, you can conclude the conversation for now, thank them for their time and make a note in your files. At the same time, you should also delete all the personal information you are holding relating to that individual unless they provide you with an email or written confirmation that, though they are not interested now, they may be in the future and they consent to you contacting them later.

At this stage in your conversation, you may feel confident that the other party is positive and engaged enough for you to give more details.

4. Company information you can use to support your Lifepius discussion

- Use company materials, such as the catalogue, to give an overview.
- You can guide the other party through the Lifepius website to highlight products and more general information.

- You can showcase other content too, such as our videos, campaigns and literature as well as our product catalogue in PDF format.

5. Support from your sponsor

- Your sponsor is a great source of advice – they will work through some initial training with you and help you set those first goals.
- Discuss working methods, and don't be afraid to ask questions.
- Keep in touch – share your progress and talk about how you think you're doing.

6. Meetings

- Plan some meetings for the future – either individual or team-based within your network, depending on what you feel comfortable with.
- Look at attending events, either within the Lifepius community, or relevant to our business.
- Seminars and workshops are also useful, often providing insights and the chance to network with like-minded people in person or online.



Growing your
Lifeplus world!

A good way to see your business grow is to set up a pattern.

Tips for Communication

- Be candid, sincere and genuine.
- Do keep it simple!
- Don't make health claims or earnings promises. Be realistic about what success and the journey may look like.
- It's a good idea to note down the key points from any conversations or meetings you have.
 - Who did you speak to and when?
 - What did you decide to do to follow up, if at all?
 - What did you talk about?

Managing Information – protecting Personal data

- Have your own Lifeplus address book. Here you can keep the contact details of all the people you have shared Lifeplus with, whether they be friends, relatives, colleagues or acquaintances.
- Even if you are not the most organised of people, just making simple lists and notes will help you not only keep track but also to guide you to your next steps and actions.
- Be mindful of data privacy and keep your records secure.

Tools and resources



As a Lifeplus Member, you can access a number of online tools and resources to support you in your business.

[Lifeplus.com](#)

Our website is a great first stop for all the most up-to-date information on our products and services.

[Online tools](#)

Did you know that as an Member, you can have your own personal website and online shop?

You get:

- Your own unique URL to share with people you meet
- Access to online content
- Training materials
- Downloadable media and other support materials not available on the main site.

[Videos](#)

Informative and fun, our videos explain who we are, how we work, and provide a background on our roots and products. Perfect for you to use as background to your discussions!

[Lifeplus Teams](#)

Lifeplus Teams is an online tool that allows you to see exactly what's happening in your own team - month by month.

Supporting
you all the
way



Some tips and useful information...

- Not sure how to explain referral marketing? Use the diagram shown earlier on in this booklet. It's a simple but clear and visual approach. (See page 12)
- Ask your sponsor to show you how to set up your personalised Lifeplus website and shop. That way every time you tell someone about Lifeplus and share the website with them, they have a link back to you.
- You can also explore a wealth of information about Lifeplus and our philosophy for holistic wellbeing on our website – and discover a wealth of trustworthy, informative and easy-to-read articles in our Wellness Centre.
- We also welcome opportunities for us to connect. Qualifying Bronze Members are invited to come and see our facilities in St. Neots, Cambridgeshire, UK and meet the people behind your business. To find out more about this opportunity, just call or email our European Customer Care Team.

Advantages of Lifepus to share with your friends



No start-up costs and no annual renewal fee



Well-established professional business with a visionary management team



Unique, high-quality consumer goods



International trade opportunities without additional expenses



No stock-holding requirements – no risk! (Orders are processed and shipped directly from Lifepus Europe)



Low monthly qualifying requirements



Flexible, you can do it at your own pace



Customer service in over 10 languages



ASAP customers are entitled to a price advantage and have the products delivered at reduced rates (or free shipping)



No qualifications needed



Training by sponsors and experienced leaders



Efficient tools to facilitate business growth



30-day money back guarantee on products



Free personalised website and online shop



Recognition and incentives

Independent Lifeplus Member

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English EU

Note that no claims as to preventative, therapeutic or curative properties about the products may be made except those officially approved in writing by Lifeplus in the official product literature.



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