

# enterprise profile 08

**ONE**  
group

miessence®

MiVitality®

MiEnviron®



## Vision Statement

To be an outstanding enterprise of inspiration, conviction and integrity that is a force for change towards ethical and ecological business practices, while making a positive difference in the lives of our Representatives, customers, employees and their families, throughout the world.

## Mission Statement

To offer an innovative product range of unrivalled purity and effectiveness, combined with an ethical, unique and versatile business model that rewards all those associated with us through a financially stable, soundly managed company.

## The ONEgroup Logo

The ONEgroup logo incorporates the Company symbol, the Bodhi Leaf.

The Asiatic fig is known as the Bodhi Tree (bodhi = being awake, enlightened, supreme knowledge) or ficus religiosa – Latin for sacred fig.

The simplicity of a single leaf resonates with ONEgroup’s philosophy of minimal processing and cold formulation of ingredients – a true legacy of the beautiful colours and fragrances nature has provided in the plant kingdom and the healing properties that are hidden within. Importantly, the leaf compliments the message of Certified Organic.

The almost heart-shaped profile of the Bodhi leaf has symbolic parallels with love, truth and happiness.

The leaf also symbolises enlightened business practice and vision to ONEgroup. We seek better products, a business model and business practices that retain their “organic” standards, are consistent with environmentally sustainable principles and add value to the community and to all people associated with ONEgroup.



## Company Directors

### Narelle Chenery

Narelle is at the forefront of product research and development, creating what most proclaimed impossible, a certified organic range of skin care products. “Education is the key to empowering consumers to see through the ‘green-wash’ of slick product marketing to recognise products for what they really are. Misleading labels and clever advertising relating to organic content often mask the use of potentially toxic ingredients, which seriously undermine the integrity of the organic claim.”



### Colin Chenery

Colin is co-founder of the miessence®, MiVitality® & MiEnviron® ranges. “By developing ONEgroup into a world leading organic lifestyle company and empowering business builders in key markets all over the world, we aim to provide a significant wave of innovative products and business practices based on the values of sustainability and integrity with nature and the human spirit. Our Representatives and customers gain profound personal benefit from our products and business building, and gain a vehicle for contributing to the wave of change at a critical time for our environment and planetary responsibilities.”



### Alf Orpen

Alf has 20 years’ extensive business experience in the organic industry throughout the USA, UK, South-East Asia and Japan. “It is a common cry of many scientists and economists that within the next 20 years we must implement a strategy to create an ecologically sustainable world and business is the most powerful vehicle to expedite that outcome. The ONEgroup business model is a dynamic way to create positive change while building a business.”



## The Organic Movement

The organic movement began at the same time as industrialised agriculture. It evolved through the '50s and '60s with the launch of such books as *Silent Spring* by Rachel Carson, which exposed the toxic effects of pesticides, through what is now termed bio-magnification. A process whereby synthetic chemicals used in agriculture magnify (increase in concentration) through the food-chain.

During the '70s, the development of the organic market was stimulated by growing consumer interest in health and nutrition, as well as the increasing importance of preserving the natural environment. More recently the movement has been given significant impetus by events such as outbreaks of Bovine Spongiform Encephalopathy (BSE or Mad Cow Disease), and the controversy surrounding Genetically Modified Organisms (GMOs), which have motivated people to search for healthy alternatives.

Currently worldwide organic sales exceed US\$60 billion per year and ONEgroup plans to capture a significant share of this booming organic market over the coming years.

## Booming, Ethical Industry

The organic industry has achieved compounded growth of 23% pa for seven consecutive years, while the natural and organic cosmetic sector grew by a massive 39% in 2001 alone. ONEgroup leads the world in skin care by successfully developing the Miessence range - the world's first certified organic skin and body care products to the highest international food standards.

Recent market research has shown that consumer demand for organics is growing rapidly worldwide.

ONEgroup, through its cutting-edge research and development, intends to progressively release dynamic, healthy, first-to-market innovations in the organic sector. Globally, sales in the personal care market, including natural personal care, reached USD\$122 billion in 2000 and are growing at 1.6% per annum. In the USA, the entire Health and Beauty Care market is almost USD\$40 billion and is expecting 3.4% annual growth.

In contrast, the trend towards natural ingredients is running through every segment of personal care, with sales in the USA in this area reaching USD\$1.56 billion in 2001 and growing at 10%. This segment is expected to grow 6%-7% annually over the next few years.

## USA

In 2005, research across the US found retail sales of organic food and non-food product grew 17% overall to exceed US\$14 billion. Household product and cleaner sales and personal care sales were amongst the fastest-growing non-food categories (during 2005) both growing between 28-29%.

## UK

A consumer survey conducted in 2005 shows 65% of shoppers knowingly buy organic, up from 50% in 2003. During 2004, the organic market experienced 11% growth increasing to 30% growth in 2005. The UK will continue to be a key market with organic sales now well exceeding GBP 1 billion.



*"Having a close affinity and love for nature and its beauty, as well as a passion for seeing people fulfill their highest*

*potential, it was natural for me to choose ONEgroup to work with. I am moved and inspired by the sincerity and vision of the Company Directors and am grateful for the quality of people that are joining ONEgroup, who also share an enthusiasm for truth and health. Together, we are making a positive contribution in the world. The win/win Enterprise Model truly allows each person to serve and prosper in their own unique way."*

*Alora Waldron Senior Executive*

## Revolutionary Products

Legal requirements are being implemented internationally for organic products, which creates an exciting window of opportunity for ONEgroup Representatives.

Developed in Australia, the ONEgroup range of products is independently certified by Australian Certified Organic (ACO) to the highest international food standards.

From 21st October 2002, following a United States Department of Agriculture (USDA) ruling, ONEgroup has the first skin care range that meets the USDA requirements for organic food products.

In 2002, ONEgroup was awarded an Australian Federal Government grant to develop the world's first organic colour cosmetics. The Intellectual Property for all skin, hair, body, oral care and cosmetic products is owned by ONEgroup.

Certified organic products that contain absolutely no synthetic chemicals are exactly what today's health-conscious consumers are seeking.

The world's first certified organic skin, body, hair, oral, health care and cosmetic products.

## The ONEgroup Brands

The ONEgroup products are identified by three brands, miessence®, MiVitality® and MiEnviron®.

### miessence®

The miessence® brand is associated with wonderful skin care, hair care, body care and cosmetic products and includes two labels that comply with international organic labelling requirements.

Miessence "certified organics" products contain between 95%-100% certified organic ingredients and no synthetic chemicals.

Miessence "organics" products contain less than 95% certified organic ingredients, that is, more than 5% non-agricultural ingredients. i.e. sodium bicarbonate, clay, mineral pigments – however these products still have extremely strict processing criteria.



### miessence® mother & baby

### MiEnviron®

The MiEnviron brand incorporates household products, Buzz Free Zone Personal Spray, Rainforest Air Freshener, BioPure Probiotic Household Cleaner, Biodegradable Dishwashing Concentrate.



### MiVitality®

The MiVitality brand currently consists of three amazing products. In-Liven Probiotic Superfood, Fast-Tract Gluten Free Probiotic Liquid and the latest addition - Berry Radical Antioxidant.



## The Enterprise Model

The ONEgroup Enterprise Model has been designed to incorporate the best elements of marketing and distribution, combining ALL forms of direct sales and traditional retailing channels with specific criteria for each.

Its foundation can be found in the Network Marketing model, which allows people the best opportunity to create wealth with their time and effort involving very little financial risk. An Enterprise Model, however, goes much further incorporating Fundraising, MiSpa Parties, Retail & Health and Beauty Professionals. Additionally, Retail Outlets are supported by our Independent Representatives through instore promotional activities and the necessary margins they require to run their businesses. The wonderful part is, that it is now evident that all these methods can coexist and in fact, flourish together.

## Strategies For Building Your ONEgroup Business

There are a number of ways to build your ONEgroup business. Choose strategies that work for you and that suit your time and budget. Your strategies should reflect your skills, existing networks and general situation. Choose a maximum of three strategies. One of these should be central to your approach with the other two feeding into it. You should reassess your strategies after working them for 12 months.

### 1. Talk To Your Family And Friends

Be professional. This requires being organised, so writing a list of people who might be interested in the products and/or the business opportunity. When someone is not interested, DO NOT try to convince them, ask if they know someone who might be. The best way to do a presentation while you are still learning is to use your Upline or Sponsor in joint meetings or three way phone calls. Make sure that you leave a copy of the Organic and Natural Living paper or a copy of the ONEgroup Overview with prospects.

### 2. 100 Newspaper Strategy

Normal direct marketing generates a response of less than 0.2% if it is not specific. The response rate goes up substantially if targeted correctly, anything up to a 12% return has been achieved. This is how it works. You strategically place 100 newspapers monthly in locations where people who relate to wellbeing frequent. Locations that promote health are a good start, gyms, health professional waiting rooms, places where mothers with young children visit etc.. You should ask permission of the Manager/ Owner before leaving the publication anywhere. Always ask how many clients visit the location over a month. That will give you a guide as to how many papers to leave. Any calls you receive will be from people wanting more information, so your conversion rate will be very high. Using this method, you are not selling they are buying!

### 3. Group Meetings

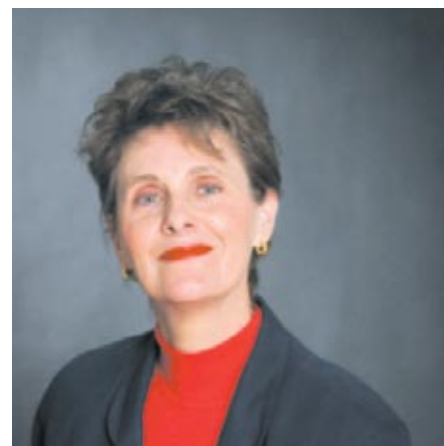
These might be held in conjunction with, or supported by, your Sponsor as you learn the business and then later with those you have sponsored. Public talks have shown consistent returns for those who organise them. In fact, historically, 20% of people who attend these talks have become Representatives and it is not unusual that a further 30% of attendees become Preferred Customers. For this strategy to be successful you need to have people attend the meeting and you need to follow up those who participated. It is usual to have an attendance of 2-3% of the number of invitations you put out. That is, if you distribute 1,000 invitations, you can expect between 20 – 30 people to attend. Knowing this allows you to determine how big or small you want your presentation to be. NB: Invitations need to be targeted and not just placed in letterboxes.

### 4. Advertising

If you choose to advertise in your local paper or magazine, school newsletter, childcare centre newsletter etc. please remember that all ads must be approved, by ONEgroup, prior to publication. Send your request to [advertising@onegrp.com](mailto:advertising@onegrp.com). Large or expensive ads are not necessarily better – the best results are generally achieved from ads of \$15 - \$150. Using key words and phrases such as “organic” “worlds first” “new to...” “Unique network marketing model” have the best results. Use your own creativity to create a great result!

### 5. Stalls And Expos

As with advertisements, don't assume that the more you spend the more you make. The key to success in these activities is the number of quality leads you obtain. Running a “free raffle” will give a LOT of leads to follow up, however they may not really be interested in what you have to



*“I adore this Company with an absolute passion! I have only been working (well having fun actually) with my new business since May 2003 and I am already ahead of my goals.*

*Because ONEgroup is ahead of the wave with its innovative products and compensation plan, people are seeing the potential and wanting to help spread the message with great excitement.*

*The Founders of the Company have the highest integrity and the products are nothing short of brilliant. The creative reward system is quite different from the old paradigm of network marketing, and allows almost anyone to move into a high-income bracket within a realistic time frame.*

*Everyone wants to be happy, healthy, make his or her fortune and have plenty of time to enjoy life to the fullest. With ONEgroup, not only can you do all that, but you can make an enormous difference to the planet by educating and introducing people to a healthier way of life. I look forward to getting up each day as I have a fulfilling purpose in helping people to rid their lives of chemical rubbish, become healthier and earn money at the same time. Awesome!”*

*Wendy Bryan Senior Executive*

offer. You are much better obtaining qualified leads by asking the right questions. Do organic products appeal to you? Do you buy organics? Are you interested in a home-based business? Having good quality leads will generally produce a better result.

## 6. The Web

Build your business online, through email and online advertising. You have 4 websites as soon as you join as a Representative, these are:

- [www.username.mionegroup.com](http://www.username.mionegroup.com) for general information and product training,
- [www.username.mienterprize.com](http://www.username.mienterprize.com) for the business opportunities,
- [www.username.berryradical.com](http://www.username.berryradical.com) for everything that's good about Berry Radical and
- [www.username.micomplan.com](http://www.username.micomplan.com) for explanations of the compensation plan.

## 7. Mispa Parties

In the comfort of a home environment, a Representative can share the unique qualities of ONEgroup's products AND it's exciting income opportunity with friends, family and associates.

ONEgroup's MiSpa strategy offers Representatives the opportunity to develop a business to suit their financial and lifestyle goals while providing good cash flow, with 30% of the retail price of each order, paid to the Representative as a Customer Bonus.

With \$700 sales and 2 further bookings for MiSpa Parties\* – Hosts can choose from a variety of Host Packs totally FREE!

*The Host Packs available are:*

Ambrosia Essence



Skin Essentials Pack



Bathroom Change Over Pack



Luxuriously Rejuvenating Indulgence Pack



To assist you to start your ONEgroup business based on the MiSpa Party strategy, there is a MiSpa Party Manual, a DVD of how the strategy works, regular conference call training opportunities, a ONEgroup staff member specially trained to answer your questions about your new business and additional live trainings are available from time to time. In addition there are specific MiSpa Party stationery items and the opportunity to learn more from your Sponsor and team to ensure your new business is a great success.

For more information please refer to the Members' Area of the website where you find all material required to hold a successful MiSpa Party.



Associate	Senior Associate	Manager	Executive	Managing Executive	Senior Executive
<b>Monthly Investment</b>	<b>Monthly Investment</b>	<b>Monthly Investment</b>	<b>Monthly Investment</b>	<b>Monthly Investment</b>	<b>Monthly Investment</b>
50 Points Personal Volume	50 Points Personal Volume	50 Points Personal Volume	50 Points Personal Volume	50 Points Personal Volume	50 Points Personal Volume
 <p><b>YOU</b></p> <p>Team 1 Team 2 Team 3</p> <p>1 2 3 (Duplicate Team 1 example)</p> <p><i>Example of how you will structure your team.</i></p>	<b>Qualification and Promotion</b>	<b>Qualification and Promotion</b>	<b>Qualification and Promotion</b>	<b>Qualification and Promotion</b>	<b>Qualification and Promotion</b>
	2 Active Personally Sponsored Representatives	3 Active Personally Sponsored Representatives	5 Active Personally Sponsored Representatives	7 Active Personally Sponsored Representatives	10 Active Personally Sponsored Representatives
	Total Group Volume 500 Points	Total Group Volume 2,500 Points	Total Group Volume 10,000 Points	Total Group Volume 25,000 Points	Total Group Volume 50,000 Points
	2 Teams (Legs) Each with a minimum of 100 Group Volume	3 Teams (Legs) Each with a minimum of 500 Group Volume	3 Teams (Legs) Each with a minimum of 2,000 Group Volume	3 Teams (Legs) Each with a minimum of 5,000 Group Volume	3 Teams (Legs) Each with a minimum of 10,000 Group Volume
<b>Preferred Customer Bonus</b> Paid to Sponsoring Representative	<b>Preferred Customer Bonus</b> Paid to Sponsoring Representative	<b>Preferred Customer Bonus</b> Paid to Sponsoring Representative	<b>Preferred Customer Bonus</b> Paid to Sponsoring Representative	<b>Preferred Customer Bonus</b> Paid to Sponsoring Representative	<b>Preferred Customer Bonus</b> Paid to Sponsoring Representative
10%-30% of Retail Selling Price	10%-30% of Retail Selling Price	10%-30% of Retail Selling Price	10%-30% of Retail Selling Price	10%-30% of Retail Selling Price	10%-30% of Retail Selling Price
<b>Sponsor Bonus</b> (Preferred Customer and New Representative orders placed within first 30 days)	<b>Sponsor Bonus</b> (Preferred Customer and New Representative orders placed within first 30 days)	<b>Sponsor Bonus</b> (Preferred Customer, New Retail Outlet and New Representative orders placed within first 30 days)	<b>Sponsor Bonus</b> (Preferred Customer, New Retail Outlet and New Representative orders placed within first 30 days)	<b>Sponsor Bonus</b> (Preferred Customer, New Retail Outlet and New Representative orders placed within first 30 days)	<b>Sponsor Bonus</b> (Preferred Customer, New Retail Outlet and New Representative orders placed within first 30 days)
25% of Bonus Value - 1st Level 15% of Bonus Value - 2nd Level	25% of Bonus Value - 1st Level 15% of Bonus Value - 2nd Level 15% of Bonus Value - 3rd Level	25% of Bonus Value - 1st Level 15% of Bonus Value - 2nd Level 15% of Bonus Value - 3rd Level 10% of Bonus Value - 4th Level	25% of Bonus Value - 1st Level 15% of Bonus Value - 2nd Level 15% of Bonus Value - 3rd Level 10% of Bonus Value - 4th Level 10% of Bonus Value - 5th Level	25% of Bonus Value - 1st Level 15% of Bonus Value - 2nd Level 15% of Bonus Value - 3rd Level 10% of Bonus Value - 4th Level 10% of Bonus Value - 5th Level 5% of Bonus Value - 6th Level	25% of Bonus Value - 1st Level 15% of Bonus Value - 2nd Level 15% of Bonus Value - 3rd Level 10% of Bonus Value - 4th Level 10% of Bonus Value - 5th Level 5% of Bonus Value - 6th Level 5% of Bonus Value - 7th Level
<b>Business Builders Bonus</b> Personally Sponsored Representatives placing a Fast Start Order	<b>Business Builders Bonus</b> Personally Sponsored Representatives placing a Fast Start Order	<b>Business Builders Bonus</b> Personally Sponsored Representatives placing a Fast Start Order	<b>Business Builders Bonus</b> Personally Sponsored Representatives placing a Fast Start Order	<b>Business Builders Bonus</b> Personally Sponsored Representatives placing a Fast Start Order	<b>Business Builders Bonus</b> Personally Sponsored Representatives placing a Fast Start Order
US\$50	US\$50	US\$50	US\$50	US\$50	US\$50
<b>Loyalty Bonus</b> 3 Personally Sponsored Representatives on Autoship or Business Protection	<b>Loyalty Bonus</b> 3 Personally Sponsored Representatives on Autoship or Business Protection	<b>Loyalty Bonus</b> 3 Personally Sponsored Representatives on Autoship or Business Protection	<b>Loyalty Bonus</b> 3 Personally Sponsored Representatives on Autoship or Business Protection	<b>Loyalty Bonus</b> 3 Personally Sponsored Representatives on Autoship or Business Protection 3 AS or BP = 1 Share Unlimited Shares Allowed	<b>Loyalty Bonus</b> 3 Personally Sponsored Representatives on Autoship or Business Protection 3 AS or BP = 1 Share Unlimited Shares Allowed
US\$70	US\$70	US\$70	US\$70	US\$70	US\$70
<b>Retirement Bonuses</b>	<b>Retirement Bonuses</b>	<b>Retirement Bonuses</b>	<b>Retirement Bonuses</b>	<b>Retirement Bonuses</b>	<b>Retirement Bonuses</b>
3% 3% (see color key below)	3%+3% 3%+3% 3% (see color key below)	3%+3%+3% 3%+3%+3% 3%+3% 3% (see color key below)	3%+3%+3%+3% 3%+3%+3%+3% 3%+3%+3% 3%+3% (see color key below)	3%+3%+3%+3%+3% 3%+3%+3%+3%+3% 3%+3%+3%+3% 3%+3%+3% (see color key below)	3%+3%+3%+3%+3%+3% 3%+3%+3%+3%+3%+3% 3%+3%+3%+3%+3% 3%+3%+3%+3% 3% (see color key below)
2 Generations of Associate	2 Generations of Associate or higher +3 Generations of Senior Associate	2 Generations of Associate or higher +3 Generations of Senior Associate or higher + 4 Generations of Manager	2 Generations of Associate or higher +3 Generations of Senior Associate or higher + 4 Generations of Manager or Higher + 4 Generations of Executive	2 Generations of Associate or higher +3 Generations of Senior Associate or higher + 4 Generations of Manager or Higher + 4 Generations of Executive or higher + 4 Generations of Managing Exec.	2 Generations of Associate or higher +3 Generations of Senior Associate or higher + 4 Generations of Manager or Higher + 4 Generations of Executive or higher + 4 Generations of Managing Exec. or higher + 5 Generations of Senior Executive
		<b>Retail Outlet Bonus</b> (Retirement Orders Only)	<b>Retail Outlet Bonus</b> (Retirement Orders Only)	<b>Retail Outlet Bonus</b> (Retirement Orders Only)	<b>Retail Outlet Bonus</b> (Retirement Orders Only)
		5% of the Retail order	5% of the Retail order	5% of the Retail order	5% of the Retail order
			<b>Executive Pool</b>	<b>Managing Executive Pool</b>	<b>Senior Executive Pool</b>
			One share of the 7% worldwide Retirement BV pool Payout Varies Monthly	One share of the 7% worldwide Retirement BV pool + One share of the 5% worldwide Retirement BV pool Payout Varies Monthly	One share of the 7% worldwide Retirement BV pool + One share of the 5% worldwide Retirement BV pool + One share of the 3% worldwide Retirement BV pool Payout Varies Monthly

## Definitions

### Points:

Each product has a point value assigned to it.

### PV or Personal Volume:

The total of the points of all the products purchased by a Member during a calendar month. The PV is reset to ZERO at the beginning of each calendar month.

### GV or Group Volume:

The total of a Member's PV and the PV of all the Members in their downline organisation. GV is reset to ZERO at the beginning of each calendar month.

### BV or Bonus Value:

The point value assigned to each product for the calculation of bonuses. One BV point = 1 US\$. e.g. If a Representative is entitled to 25% of an order whose BV is 60, the Representative would be entitled to a Bonus of US\$15.

### Autoship or Business Protection:

Autoship or Business Protection automatic order system is an easy way to ensure that a Membership is active and eligible to receive all bonuses each month. ONEgroup has made a point of keeping the cost of products at a competitive level while also making sure that regular monthly orders are not excessive. Consequently, the monthly commitment is just 50 Points, which equates to around US\$75. If a Representative signs up for Autoship or Business Protection, they receive a minimum of 20% off the Retail Price for all orders over 50 points in Personal Volume. The standard Autoship or Business Protection order is for 2 x In-Liven. However, the content of an Autoship or Business Protection pack can be changed by the Member in the Member's Area of the website up until three days before the Autoship or Business Protection is due to be processed by head office.

### Autoship:

By signing for Autoship, the Member is committing to a regular monthly order. The monthly order will be sent out on the 5th, 10th, 15th or the 20th of each calendar month, depending on the date selected. Autoship orders are sent out regardless of the ordering activity by the Member during the month.

### Business Protection:

By signing for Business Protection, a Representative is committing to receiving an order of at least 50 Points on the 25th of every month if their monthly PV to that date is not 50 Points or more.

### Preferred Customer:

- Does not want to build a home-based business
- Pays no Joining Fee
- Buys products directly from ONEgroup at up to 20% discount off retail
- May upgrade to Representative at any time
- The Sponsor of a Preferred Customer receives 10%-30% of the retail price as a bonus, depending on the discount received by the Preferred Customer
- Preferred Customers may be sourced via every strategy listed on the previous page Casual Shopper
- A Casual Shopper orders products through a Representative's website
- Products are delivered directly to the person making the order WHERE PREFERRED CUSTOMERS ARE SOURCED

### MiSpa Party

- A Representative holds the MiSpa Party at the home of the host
- Guests order product on supplied order forms and pay by credit card
- Representative collects orders on the night and returns to ONEgroup for delivery to each guest
- The Representative always receives 30% of the retail value on all orders as a bonus
- The Host is eligible for indulgent gifts Depending on the orders generated at the party
- The Representative follows up with each guest after the party offering options of products or the business opportunity depending on the need of the guest

### Representative

- Wants to build a home-based business
- Pays a Joining Fee of AU\$80 (NZ\$90, US\$60, CAN\$68, £34, OC \$60) excluding tax
- Annual Renewal Fee of AU\$40 (NZ\$45, US\$30, CAN\$34, £17, OC \$30) excluding tax

## Bonus Summary

### Customer Bonuses:

Representatives can earn up to 30% of the retail value of orders placed by Preferred Customers.

### Retail Bonus:

A retail bonus of 5% will be paid to active Representatives who have personally sponsored a retail outlet, on the retail value of Retirement Orders of less than \$7,500. Normal Retirement Bonuses will be paid based on the BV of a 50% discount order.

### Sponsor Bonuses:

Sponsor bonuses are paid upline to active Representatives on the BV of all customers as well as new Representatives in their first 30 days with the Company. In fact, depending on their level, a Representative can be paid from 25%-5% of the BV of up to seven (compressed) levels of Representatives and Preferred Customers.

### Builder's Bonus:

Builder's Bonus – Active Representatives receive \$50 for every new Representative they sponsor who places a 250PV fast start order in the same calendar month.

### Retirement Bonus:

Retirement Bonuses of 3% -18% are paid to active Representatives according to rank, on the BV of all orders made by downline Representatives and Retailers who have been with ONEgroup for more than 30 days.

### Loyalty Bonus:

19% of worldwide Retirement Volume is allocated to the Loyalty Bonus. Active Representatives on Autoship or BP receive \$70US each month they have 3 personally sponsored Representatives on at least 50 point Autoship or Business Protection Order.

### Executive Pools:

Representatives attaining the levels of Executive, Managing Executive, and Senior Executive are rewarded according to rank by sharing in a special Executive bonus pool comprised of worldwide sales volume.

## Getting Started

If, after reading the information contained in this publication, you have decided to try some of the ONEgroup products, you have an important decision to make.

## Join The Team

If you only want to try the products, you should choose to become a Preferred Customer and just buy the products when you need them. As a Preferred Customer, you buy direct from ONEgroup at a discount of up to 20% off the retail price. Or, if you want to start a home-based business you will need to join as a ONEgroup Representative. As a Representative you buy direct from ONEgroup and will receive discounts of 10%-40% off the retail price depending on the size of the order. Remember to read the Terms and Conditions. The first thing to do is complete an Application and Agreement by going to your Sponsor's website (see the next page for your Sponsor's details). Click on your region's flag and then click 'Join Now' under 'Earn Income' in the menu. If you do not have access to the Internet yourself, maybe your Sponsor (the person who introduced you to ONEgroup) could do it for you, or alternatively ask them to send you a hard copy of the Application and Agreement Form and return to the Company. So now you are a Representative... What's next? You will need some products to use and demonstrate. How much do you order? Well, that is up to you, there is no minimum order. However, before you decide there are two things to consider: 1. The larger the order, the larger the discount. From 10%-40%. 2. Are you prepared to commit to a regular monthly order of 50PV to receive a minimum of 20% off your orders.

## Order Your Product

You'll want to begin experiencing the healthy benefits of these products by placing your Fast Start order within 30 days of joining. Simply select any products you wish with a total order Point Value of at least 250PV. This will provide you will an array of products to sample for personal use and share with others and you will receive an immediate promotion to Senior Associate.

## Complete Basic Training

Your welcome e-mail will give you information about your Basic Training. ONEgroup Basic Training is in the form of an audio file found on the website, followed by a Question & Answers Conference Call. It is designed to help you maximise the ONEgroup Enterprise Model.

## Autoship And Business Protection

Select the Autoship or Business Protection option and guarantee that you'll never miss a future commission payment. You will receive a minimum 20% discount and FREE shipping on all future orders over 50PV.



*"I joined ONEgroup in February 2005 and I really love everything about this business. The*

*products are absolutely amazing and they are certainly setting the benchmark for excellence in organics globally. ONEgroup are quickly making the world aware of the dangers of harmful synthetic chemicals found in everyday personal care products resulting in more and more people switching to an organic lifestyle. I have every confidence that ONEgroup will always produce organic products of the very highest quality to be found anywhere and that's why I'm really proud to represent this company. Our business model makes it very easy for anyone to make money, whether it's a small part-time income or a serious full-time income, everything is achievable. There are absolutely no pressures so you can work the business at whatever pace you want. It gives me great pleasure to see so many people working at a business they get so passionate about. The demand for organic products is continuously increasing all over the world and we have a business that is right at the beginning of this huge global trend. I truly believe we are poised for massive momentum so if you are looking for a business in line with your own principles and beliefs there is definitely no better time to get involved than right now. I'm just amazed at how much potential this business has and we have only just started. The future is very bright indeed and it's definitely organic - well done ONEgroup!"*

*- Nick Giannotti Managing Executive*



## You're in Business

Now that you've joined ONEgroup, have your product and completed your Basic Training, you need to start building your Enterprise. You're in business, and the very first thing to do is create a cash flow to recoup your outlay, second, to cover your ongoing monthly expenses and third, to build residual income.

### Month 1:

You receive 25% of the BV of the orders (within 30 days of their joining) of the people you sponsor. If you have placed a fast start order within 30 days of joining and you sponsor three new Representatives, who also start with a Fast Start order of 250 PV or more, within your first 30 days with ONEgroup you not only receive the Sponsor bonuses (approx US\$60 total) on those orders, but you are **promoted to Manager**. For every new Representative or Retailer you sponsor who places a 250PV Fast Start Order in the same month you will receive a US\$50 Builder's Bonus.

### Month 2:

Approximately 30 days after joining, your first Autoship or Business Protection is due if you committed to it, creating another outlay of 50 PV (approx AU\$75). However, as a Manager, you will receive Retirement Bonuses of 9% of the BV of the Autoship or Business Protection orders of the three Representatives you sponsored in the previous month. If all three were on Autoship or Business Protection, you will also receive a Loyalty Bonus of \$70US. With the aid of your Sponsor, the next step is to help the Representatives you sponsor to duplicate what you have done. If you can do that, while sponsoring a new person each month yourself, you will be amazed how quickly your business will grow.

### Remember:

- In any calendar month that you sponsor a new Representative or Retailer who orders a fast start order of 250PV or more, you will receive a US\$50 Builder's Bonus.
- Each month, you will also receive a US\$70 Loyalty Bonus for each group of 3 people you have personally sponsored who have been with ONEgroup for 30 days and who are on Autoship or Business Protection for the full month.



*"We have been with the Company from the beginning and the decision to join was easy to make. Their*

*vision is one we personally share. We can contribute to the world in a meaningful way, create and benefit from a global business and work with a growing team of fun, like-minded, easy-to-be-with people. We love the idea of 'enterprise' – being an expression of your spirit rather than the normal idea of what a business is and how it operates. Our own Team's growth has been a natural expression of our passion for certified organics. The timing of these fabulous products in the global market couldn't be better. We're in the right place at the right time."*

*Julie Barfoot and Bill Lee-Emery  
Senior Executives*

## Pricing Structure

### Preferred Customers

Initial order any value	No discount*
Subsequent orders any value	Retail less 10%*
Loyalty Program – accumulate 150PV and your NEXT order receives a 20% discount	Retail less 20%**

\*All Preferred Customer orders under \$100 excluding tax incur \$7.95 shipping charge.

\*\*After the 20% discount order, your Loyalty Points will return to zero and your discount will continue at 10% until you reach 150PV again. Loyalty Points are not assigned to the 20% discount order.

### Representatives (Inclusive of Health and Beauty Professionals)

\$100 and under	Retail less 10%	\$7.95 s/h
\$100-\$249	Retail less 10%	Free s/h
\$250-\$599*	Retail less 20%	Free s/h
\$600-\$899	Retail less 30%	Free s/h
\$900 and over	Retail less 40%	Free s/h

\*Fast Start orders (ie single orders over 250PV placed within the first 30 days of joining) receive a 30% discount.

### Orders after 30 days if on BP or AS\*

50PV-99PV	Retail less 20%	Free s/h *
100PV and over	Retail less 30%	Free s/h

\*The above discounts are also available in the first 30 days on orders 50pv and over placed after a 250pv order has been generated.

**Please note: All figures are retail excluding tax except where indicated. Promotional items are non discountable.**



## Giving Back

From every Independent Representative joining fee, AU\$5 is donated to the David Suzuki Foundation to help further their work in preserving our environment.

Since 1990, the David Suzuki Foundation has worked to find ways for society to live in balance with the natural world that sustains us. Focusing on four program areas – oceans and sustainable fishing, forests and wildlands, climate change and clean energy, and the web of life – the Foundation uses science and education to promote solutions that help conserve nature.

The Foundation takes a solutions-based approach to environmental problems. Reports are written and reviewed by recognised experts, and are excellent resources for policy-makers, researchers, teachers and students. The Foundation has designed some wonderful classroom environmental educational activities for both teachers and students.

The Foundation also seeks out and commissions the best, most up-to-date research to help reveal ways we can live in balance with nature.

[www.davidsuzuki.org](http://www.davidsuzuki.org)

## Why ONEgroup?

### Experience

The Directors of ONEgroup have had many years of experience in their areas of expertise. Narelle Chenery is at the forefront of product research and development, creating what most proclaimed impossible, a certified organic range of skin care products. Colin Chenery, co-founder and with a high level of experience in logistics and Alf Orpen with 20 years' extensive business experience in the organic industry throughout the USA, UK, South-East Asia and Japan.

### Timing

The opportunity is real and the time is right for you to embark on an organic enterprise. Being involved in one of the fastest growing industries in the world, starting an enterprise with enormous potential backed by an ethical company with enormous experience and the most pristine products on earth is a reality.

### Cutting edge products

ONEgroup is leading the world in the development of certified organic skin, body, hair, oral, health care and cosmetic products.

### Quality

ONEgroup creates products of unrivalled purity that achieve results people talk about. All the products are 100% guaranteed.

### Reward for effort

The ONEgroup Enterprise Model concept offers a Compensation Plan that is fair yet aggressive and rewards genuine effort. The retail price of all products is realistic and affordable.

### Personal success

ONEgroup offers its Members an opportunity to experience growth and development in all of life's facets, enabling them to realise their potential.

### Giving back

ONEgroup is proud to support the efforts of the David Suzuki Foundation, a scientifically based, solution-orientated environmental fund.



Your Representative