

On September 1st, we will turn another page



## THE NEW EARNING STRATEGY

We have done some very important changes in our strategy, in order to allow our Partners to earn more, quicker and easier, for the moment without having major changes in our mixed compensation plan (binary+unilevel).



## 3 KEY POINTS HAVE BEEN MODIFIED:

### 1. THE CUSTOMER STRATEGY

*Focused on the development of the Client and Preferred Customer as first, in order to give the Partners more opportunities of a quick and easier gain and more opportunities for developing their own network.*

### 2. WEB SITE:

[www.myhcgroupp.com](http://www.myhcgroupp.com)

*On line in 4 languages: English, Spanish, Russian and Polish. But French, Italian and German editions are in final testing.*

### 3. THE IMPROVEMENT OF OUR BACK OFFICE

*New functionalities for being more business oriented and more friendly and effective for our Partners' efforts in order to facilitate and accelerate the development of your own network.*

*TWO new newsletters will be dedicated to these 2 chapters in next days.*

## 1. THE CUSTOMER STRATEGY

### PRODUCT:

Whichever product of the HC range has a fixed and unique retail price of 69 € or 75 \$. For avoiding any customer possible confusion on prices, the special conditions reserved to preferred customer, new partner and existing partner are now on percentage of discount and no more directly in value. Invoices contain all details.

### CLIENT:

A person who purchases HC Products directly or through our Web site is a Client. He is our first target. He is able to generate your first revenues, easier and quicker. He is the one who will allow us to build-up a long lasting business if well followed, trained and developed.

## 2 OPTIONS:

### 1. CLIENT WITHOUT REGISTRATION.

A client STOP and GO:

- a. The data indicated once for the first shipment are not registered for next orders. This client has no ID and has to repeat each time the procedure for a new purchase. It's a client who wants to test the product only once.*
- b. He/she loses all the advantages of being a client.*

### 2. CLIENT WITH REGISTRATION.

A client TEST and REPEAT:

- a. A person who registers his/her data for the next order.*
- b. Benefits for the Client:**
  - b.i. you can enjoy of the assistance of an Advisor.*
  - b.ii. you will make your next order faster by registering your data*
  - b.iii. you get our newsletter*
  - b.iv. the account can be upgraded to **Preferred Customer** or **Partner** if the conditions are met.*
- c. Benefits for the ADVISOR:**
  - c.i. Retail Bonus, direct or indirect through our HC System.*
  - c.ii. 40 CVs per box, considered as Personal Purchase*
  - c.iii. The CVs are accounted for your activation.*
  - c.iv. They are commissioned to your up-line.*
  - c.v. A CLIENT IS YOUR FOREVER**

A Registered Client can be upgraded to PREFERRED CUSTOMER or directly to NEW PARTNER (following the conditions established).

### TOP 10

*A list of local advisors for new Clients who want to register without having had any connection with partners before. If somebody doesn't have a recommending Partner yet, he/she can choose from the TOP 10 list. It doesn't work while registration as a Partner.*



## PREFERRED CUSTOMER:

It's a FIDELITY MEMBER: a HC Client who after the first purchases as a **Registered Client** wants to have some more advantages, but without being yet interested in making business with us, can upgrade to **Preferred Customer**.

## 1. CONDITIONS:

- a. You are a HC Client and you want to buy regularly the products at special conditions. You are interested in accepting the option AUTOSHIPPING for repeating your own personal purchases automatically each month.

## 2. Benefits for the Client:

- a.i. you receive 10% discount on the products thanks to your Autoshipping option.
- a.ii. you have the possibility to access to Special Offers
- a.iii. you have free access to our science@myhcggroup.com mail for free scientific advice
- a.iv. your Advisor will be constantly besides you for choosing and learning more on the products
- a.v. you are able to join for free our training webinars and or conferences on products.

## 3. Benefits for the ADVISOR:

- 1.i. Retail Bonus, direct or indirect through our HC System (-10%).
- 1.ii. Autoshipping of your Client, no need to remember him to purchase
- 1.iii. 40 CVs per box, considered as Personal Purchase
- 1.iv. The CVs are accounted for your activation.
- 1.v. They are commissioned to your up-line.
- 1.vi. A PREFERRED CUSTOMER IS YOUR FOREVER
- 2. A PREFERRED CUSTOMER can be upgraded directly to NEW PARTNER (following the conditions established).

## ADVISOR:

*A partner who is directly responsible for enrolling a new Client, Preferred Customer and New Partner, introducing him/her into products and the into business. It's the definition we want to give to our partner for introducing themselves to new Clients, Preferred Customers and New Partners for underlining their own role of an Advisor as first.*



## NEW PARTNER:

A new Partner is a CLIENT or a PREFERRED CUSTOMER who wants to enter in our Business, or a networker interested to be immediately operational as a Partner. The term is used for all independent distributors who are eligible to participate in our HC Career & Compensation Plan.



## 1. CONDITIONS:

- a. Have a personal ADVISOR. From now, your advisor becomes your personal sponsor.
- b. ATTENTION! FROM SEPTEMBER 1st, ONLY ONE ENTRY PACK:  
THE WELCOME PACK  
Buy the Welcome Pack: 4 boxes at retail price + 1 box free (20% discount rate)

## 2. BENEFITS FOR THE NEW PARTNERS:

- a.i. After your initial purchase where you get 20% discount, you will receive 27,53% discount available anytime, when you meet the monthly conditions of being active and qualified.
- a.ii. you can use your Autoshipping option for repeating your own personal purchases automatically each month.
- a.iii. you receive 1 Joker B available for 1+2 commissionable months. Joker B allows you to buy 13 box with 33,12% discount
- a.iv. you receive 1 Joker P available for 1+2 commissionable months. Joker P allows you to buy 30 box with 39,61% discount
- a.v. with Joker P your rank is upgraded directly to Gold
- a.vi. you have free access to our marketing tools.
- a.vii. you have free access to our training sessions, webinars and conferences on how to create, drive and develop a network with our products
- a.viii. you enter in our HC Career & Compensation Plan

## 2. BENEFITS FOR THE ADVISOR:

- a.i. Retail Bonus, direct or indirect through our Happy System.
- a.ii. First Order Bonus of 20% of CVs on the first purchase
- a.iii. First Order Bonus of 25% of CVs on Joker B
- a.iv. First Order bonus of 30% of Cvs on Joker P
- a.v. CVs on your direct line from any activity of your sponsored partner

### **JOKER B**

*Available only for New Partners for 1+2 commissionable months - Joker B allows you to buy 13 box with 33,12% discount.*

### **JOKER P**

*Available for Partners for 1+2 commissionable months. Joker P allows you to buy 30 box with 39,61% discount*

*With Joker P your rank is upgraded to Gold.*





## AUTOSHIPPING OPTION:

An optional program which allows the Preferred Customers and Partners to create a monthly standing orders with HC Products which are processed on a selected date. 10% discount on product price for Preferred Customers.



## ACTIVE / QUALIFIED

Being active means a status which any Partner can reach by generating a minimum of 80 CVs in Personal Volume per month. The box bought from a Client or a Preferred Customer generates CVs to be active.

Being qualified means a status which any Partner can reach by being active and having at least one personally sponsored active Partner. Being qualified means that a Partner can earn bonuses and is eligible to benefit from the Career & Compensation Plan.

**Carry Over Rules:** Should a Partner remain inactive, any accumulated volume for the current commission period will be flushed. If the Partner is Active, but not Qualified the accumulated volume will be carried over for one month. If the Partner is Active but not Qualified for two consecutive months, the accumulated volume will be cutted in half. If the Partner is Active but not Qualified for three consecutive months, the accumulated volume will be flushed.

After 6 months inactive, the partner will be downgraded to **PREFERRED CUSTOMER** and after 9 months to simple Client.

## WEEKLY PAYMENT OF RETAIL BONUS AND FIRST ORDER BONUS



Starting from August 1st 2016, the Retail Bonus and the first Order Bonus are paid weekly, with a rolling delay of two weeks from the delivery, for respecting the legal withdrawal period of 15 days. So the bonuses earned during the 1st week of August will be paid on the 4th week of August, the bonuses of the second week on the 5th and so on.

The payment of the other commissions is confirmed on the 10th of the following month.