

# ESSENTIAL REWARDS

## *Canada On the Ground versus Not for Resale*

### THE BASICS

#### **What are the Essential Rewards (ER) requirements?**

Members are required to spend 50+ PV each month in order to maintain their ER membership.

#### **What is the difference between Not for Resale (NFR) Essential Rewards and Canada On the Ground (OTG) Essential Rewards?**

NFR Essential Rewards ships from the U.S. and consists of most (not all) products that are not registered in Canada and are allowed across the border. Any Young Living products registered through Health Canada to be sold in country makes up the Canada OTG product offering and ships from the warehouse in Calgary, Alberta. Essential Rewards orders for NFR and Canada OTG are separate and can be managed individually in the Virtual Office by changing the Canadian flag to the U.S. flag at the top of the screen.

#### **Can I customize my Essential Rewards order every month or do I have to order the same thing?**

You can change the products you order each month by editing your ER template. This can be done separately for both NFR and Canada OTG.

#### **If I have an Essential Rewards template for both Canada OTG and NFR, do I have to process both orders every month?**

No. Whether you have one or both ER templates setup, you are not required to process an order every month. However, by missing two or more orders within a year, any progress toward the ER Gift Program and increased percentage for point accumulation will restart. As long as one NFR or OTG ER order processes, all progress toward loyalty gift qualifications and increased percentage for point accumulation will continue.

#### **Do I need to be on Essential Rewards in order to receive commissions?**

No, only if you're wanting to earn the Rising Star Bonus (refer to compensation plan for further details).

#### **Do NFR and Canada OTG Essential Rewards orders process separately?**

Yes. NFR and Canada OTG templates and order processing is entirely separate. Processing dates for these templates can be set up as the same date or different dates for each.

#### **Is a grace month still offered?**

As of November 1, 2016, the option to select a grace month is no longer available. Members will not be able to select this option online or call and request it through Member Services. If a member misses two or more orders within a year, he or she will have to start over with loyalty gift qualification and will begin accumulating points again at the 10 percent level. Any previously earned loyalty gifts will not be available upon requalification.

#### **Am I still able to switch between Canada OTG and the NFR market Essential Rewards and still qualify?**

In Canada, members will qualify for the Essential Rewards gifts as long they maintain the required monthly PV consecutively, regardless of the international market in which the order is placed.

#### **How do I earn gifts through the Essential Rewards program?**

When you automatically place consecutive Essential Rewards orders, you can earn exclusive gifts. You'll qualify for these gifts when you place qualifying consecutive Essential Rewards orders for 3, 6, 9, and 12 months. After 12 months, you'll receive gifts after every additional 12 months of consecutive orders.

### Commonly Asked Questions

# ESSENTIAL REWARD POINTS

## What are the free gifts I will receive with my qualifying Essential Rewards orders?

When you place consecutive ER orders over 50 PV for three, six, nine months and beyond, you'll receive the following:

- 3 consecutive months: Grapefruit 15 ml\*
- 6 consecutive months: Copaiba 15 ml\*
- 9 consecutive months: Northern Lights Black Spruce 15 ml\*
- 12 consecutive months: Loyalty, a brand new blend formulated by Young Living founder D. Gary Young, specifically for new ER members!

**\*Loyalty gift oils identified above are only available while quantities last. A similar oil will be sent out as a replacement in the event that quantities of the above oils are exhausted.**

## How do I qualify for the 3 and 9 month diffuser promo?

When you automatically place consecutive Essential Rewards orders of 100 PV or more for 3 and 9 months, you can earn free diffusers. After 3 months of qualifying consecutive ER orders, you can earn a free Dewdrop diffuser. After 9 months of qualifying consecutive ER orders, you can earn a free Aromalux diffuser.

## Do the promotional diffusers at 3 and 9 months come with any essential oils?

No. Outside of the oils qualifying under the loyalty gift program, no additional oils are included with the free diffusers.

## HOW TO

### How do I cancel my Essential Rewards enrollment so I have no template in NFR or Canada OTG?

Cancellations must be done over the phone through Member Services by calling 855-429-2616. Cancellations cannot be completed online.

### How do I skip processing one of my ER orders (NFR or Canada OTG) and continue processing the other?

To skip one month of ER in only one of your templates, login to the Virtual Office and first select the template you are wishing to skip. For Canada OTG, ensure the Canadian Flag is showing at the top of the screen. To switch to your NFR template, select the US flag at the top of the screen. Once in the correct template, select "Change Processing Day" and select a day in the next month that is already passed in the current month. For example, if today is November 15th and my normal processing date is the 20th of every month, select "Change Processing Day" and select a date previous to the 15th in the next month for your order to process. As long as one ER order processes, all progress toward loyalty gift qualifications and increased point accumulation percentage will continue.

## What products are redeemable with Essential Reward points?

Any product showing the blue flag next to the PV value in the Quick Order screen can be redeemed for ER points. Products are based on availability

## Do ER point orders count toward my consecutive monthly Essential Rewards orders?

No. ER point orders are processed as quick orders and do not qualify for PV, which means they will not meet the minimum 50 PV requirement for Essential Rewards.

## If I cancel my enrollment in Essential Rewards, do I lose my points?

If you choose to cancel your enrollment in the Essential Rewards program, you forfeit all of your unused Essential Rewards points. You must contact Member Services to cancel enrollment. Your monthly participation in the program, if resumed, will accumulate points again at the 10 percent level.

## How many points do I earn for my Essential Rewards order?

You will receive points based on a percentage of your PV for each Essential Rewards order. The percentage you receive depends on how many months you have consecutively placed Essential Rewards orders. There is no limit to the amount of points you can earn in a month.

- 1–3 months: 10 percent of each Essential Rewards order PV
- 4–24 months: 20 percent of each Essential Rewards order PV
- 25+ months: 25 percent of each Essential Rewards order PV

## OTHER

### What is the PV assistant?

With PV Assistant, you can create a monthly PV goal, as well as a wish list of your favourite Young Living products. If your next Essential Rewards order ever falls below your customizable PV goal, the PV Assistant will automatically add an item from your wish list so that you always meet your goal!

## Commonly Asked Questions

### **Why is it important to have the PV Assistant setup for Essential Rewards?**

PV Assistant is an invaluable tool to ensure your ER order never falls below your chosen PV goal. There are times when an item or items included in your monthly ER order may be out of stock or unavailable. ER orders with out of stock/unavailable items on them will automatically have those items removed in order to continue processing and the PV of that order will drop. With PV Assistant, an item from your wish list would automatically be added to ensure your PV goal is met on every order.

If your ER order drops below 50 PV or does not process for two or more months within a year, all progress toward gift qualifications and increased percentage for point accumulation will restart from the beginning. Any previously earned loyalty gifts will not be available upon requalification.

### **Is PV assistant setup separately for Canada OTG versus NFR Essential Rewards orders?**

Yes. The product offering for Canada OTG Essential Rewards orders and NFR Essential Rewards orders is different, making it essential to have PV Assistant setup in both places.

### **What happens if the items on my Essential Rewards template go out of stock?**

ER orders will continue processing and remove any out of stock items, which will lower the PV total on the order. This is why we encourage the use of PV Assistant to ensure PV goals are met.

### **How will I receive my loyalty gifts?**

Loyalty gifts will be added automatically to the next processed Canada OTG Essential Rewards order. Gifts will not be added to NFR Essential Rewards orders.

### **What will happen if I don't have updated payment information and my ER order processes?**

If an order processes without updated payment information, after five days a second attempt to process will be made. If payment fails after the second attempt, the ER order will be cancelled.

### **What happens if I cancel my Essential Rewards order after 3 months and then restart Essential Rewards again later?**

Quitting and restarting Essential Rewards will restart the counter for the loyalty gift program; however, any previously earned loyalty gifts will not be available upon requalification. For example, you might earn the three-month gift and later cancel your Essential Rewards orders. If you start Essential Rewards again, the next gift you'll be eligible for will be the six-month gift, not a second three-month gift. If you cancel your Essential Rewards order the month after you've earned a gift, the gift will come with your next processed Essential Rewards order, should you choose to reactivate in the program.

