

# 2021 U.S. Business Updates

This guide provides you with an overview of important changes coming to the U.S. market. Please refer to additional resources, including a comprehensive FAQ, in the Compensation Plan section of your Virtual Office.

## THE WHY

We're sharpening our focus on serving our customers with an intuitive, seamless experience. To accomplish that, we're making it easier to do business with us by enhancing our website, improving our customer programs, and updating our digital tools. These changes allow customers the freedom to shop, try, and fall in love with our products without pressure and give business builders the freedom to do more of what they love: sharing the life-changing benefits of essential oils with the world.

## WHAT'S CHANGING

The following changes were originally announced on Thursday, March 25. The effective date will vary depending on the program.

### Global Updates

#### ER Bonus (Global), effective May 1

- Previously: Enrollers received \$15 after an enrollee, who joined Young Living with the purchase of a Premium Starter Kit (PSK), joined Essential Rewards at any time with a successfully processed 100 PV order.
- As of May 1: The ER Bonus was retired.
- Why the change: Based on careful analysis, we found that this program did not cause the incremental boost for business as anticipated.

#### Commission Maintenance Fee (Global), effective May 1

- Previously: The old maintenance fee schedule covered accounting, processing, account maintenance, and other costs.
- As of May 1: The monthly maintenance fee was changed to a business support fee, which varies based on the amount of your monthly commission.
  - Monthly commission of \$10–49 = monthly business support fee of \$1
  - Monthly commission of \$50–99 = monthly business support fee of \$2
  - Monthly commission of \$100–499 = monthly business support fee of \$5
  - Monthly commission of \$500–999 = monthly business support fee of \$8
  - Monthly commission of \$1,000 or more = monthly business support fee of \$10
- Why the change: This change better reflects costs associated with ongoing improvements to our commission systems, business tools, and other systems that support brand partners.

### U.S. Updates

#### Fast Start Bonus (U.S. only), effective July 1

- Previously: Members earned a Fast Start Bonus in their newly enrolled members' first 3 months.
- As of July 1: Brand partners can earn a 25 percent bonus on the purchases of personally enrolled customers for their first 3 months.
- Why the change: This update ensures we're rewarding customer loyalty and inviting new customers to join YL because they love our products. Building a sustainable business starts with encouraging others to join YL as customers first and become brand partners once they're ready to share our products and build a business.



### **Retail Earnings (U.S. only), effective July 1\***

- Previously: When you personally sponsored retail customers, you earned the 24 percent difference between the retail and wholesale price for their orders.
- As of July 1: We will retire retail earnings once brand partners and customers have migrated to the new shopping platform. Brand partners will now earn a Fast Start Bonus on newly enrolled customers for their first 3 months in addition to unilevel and generation commissions.
- Why the change: With the reclassification of customers and brand partners, this change allows brand partners to earn a Fast Start Bonus on new customers for their first 3 months, in place of retail earnings.

### **Brand Partner Refund Policy (U.S. only), effective July 1**

- Previously: Members needed to contact Customer Service to return items; return guidelines varied depending on the condition of the product and number of days since shipment.
- As of July 1: Brand partners can return unopened product for a full refund within 12 months; Young Living will pay for return shipping. Brand partners can also receive a full-price product credit on opened products purchased in the last 90 days. Customers will follow the existing return policy for each product.
- Why the change: One of the most important aspects of being a dedicated brand partner is to be able to shop, experience, and share our products risk-free. This change helps increase brand partner confidence in the company and offers greater flexibility if a brand partner needs to return a product.

### **Customer Volume (U.S. only), effective August 1**

- Previously: All ranks needed 100 PV from personal purchases to qualify to earn commissions.
- As of August 1: The ranks of Associate, Star, Sr. Star, and Executive will have a monthly 100 Customer Volume (CV) requirement, which combines customer purchases with personal purchases. This change is designed to support new brand partners as they build their business and achieve rank qualification. The ranks of Silver and above will continue to have the monthly 100 Personal Volume (PV) requirement. For any leg to meet qualification requirements, the top of that leg must be a brand partner that meets the CV or PV requirement applicable to their rank.
- Why the change: This change highlights the role customers play in helping create a strong team foundation.

### **Starter Kit Bonus (U.S. only), effective August 1**

- Previously: Members earned a one-time \$25 bonus when a new, personally enrolled member ordered a Premium Starter Kit (PSK). The member must have purchased the PSK in the same month they enrolled to qualify.
- As of August 1: The Starter Kit Bonus will be retired. The July commission period will be the last month the Starter Kit Bonus will be paid.
- Why the change: Moving forward, we're strengthening our focus on product sales along with member enrollment. We'll offer additional starter bundle options and the ability to customize the initial 100 PV purchase, making it easier for customers to become brand partners.

### **Have Questions?**

- Review our [FAQ](#)
- Contact Customer Service at 1.800.371.3515.

\*Based on migration of all members to the new shopping platform

