

# FARMASI

OPPOR **TUNATY** GUIDE  
2024

UNITED KINGDOM

## WELCOME TO **FARMASI** YOUR JOURNEY TO SUCCESS STARTS HERE.

Welcome to a world of incredible opportunities!

FARMASI is an international beauty and personal care Just like our founder and grandfather company that produces beauty, household, and wellness Dr. C. Tuna has done for over 70 years, products. Our company is one of the fastest-growing we continue to provide the highest direct-selling companies in the world, and we share quality of products possible for as many our mission with more than four million Influencers.people as possible. Located in Omerli,

At FARMASI, we celebrate beauty and individuality. Istanbul (Turkey), our manufacturing We provide access to innovative, high-quality operation is one of the largest products so our customers can look and feel their cosmetic campuses in Europe and the best. We change people's lives not only through world. Through our family-owned operation, the proven benefits of powerful natural ingredients we continue his legacy of helping people. but also by empowering them to achieve success **We are so excited to see what we can** as far as they can dream. **accomplish together. Life is for living –**

Most importantly, we do so by holding ourselves to **traveling, spending time with your family,** the highest level of honesty and integrity, remaining **helping people, and making new friends.** true to the honest principles established by our founder, **Dream BIG because if you work hard, all** Dr. C. Tuna.**your dreams can come true.**



**Emre  
Tuna**  
President

**Sinan Tuna**  
CEO







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## PRODUCTS

Since 1950, FARMASI has been producing affordable luxury products with the highest beauty standards and the very best ingredients. As a Beauty Influencer, enjoy 50% off all personal purchases.

## OPPORTUNITY

FARMASI's compensation plan is designed to help you earn money quickly at a low startup cost.

## SERVICE

Customers come first; that's why FARMASI has built a \$30 million campus in Miami, Florida, to service all of North America.

## TRUST

We are proud of the close relationships we have with our Beauty Influencers. We know trust must be earned and we don't take it for granted. That's why we listen to our Beauty Influencers to understand their needs.

## GLOBAL

FARMASI is revolutionising the beauty and wellness industry in over 35+ countries, and we are just getting started!

## INNOVATION

FARMASI employs the latest technology and the most innovative practices at our state-of-the-art FarmaCity, one of the largest cosmetic manufacturers in Europe.

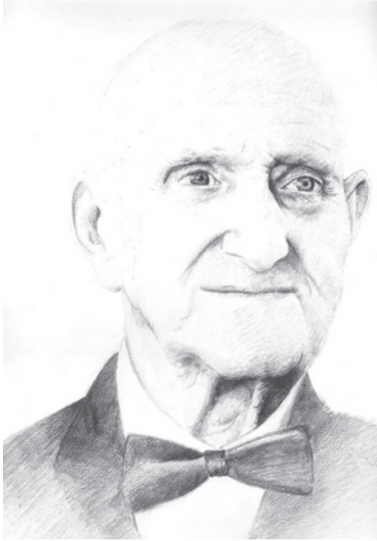
# YOUR GLOBAL OPPORTUNITY

FARMASI presents an incredible global opportunity for you to expand your business horizons! By becoming a part of our community, you gain the ability to welcome Beauty Influencers not only from your own country but from all corners of the world. As a Beauty Influencer based in the US, Canada, and the Dominican Republic, you have the exciting chance to recruit in Mexico, Romania, Spain, Colombia, Portugal, Moldova, Czech Republic, Poland, Slovakia, and Hungary. Seize this international potential and embark on a journey of limitless growth!



Feel free to access the Country Enrolment Guide here. For detailed information about the compensation plan, kindly visit the website dedicated to the specific country.





## OUR **LEGACY**

Dr. Cevdet Tuna, one of Turkey's first doctors, started FARMASI over 70 years ago. He established one of the first pharmaceutical factories in Turkey, Tege Pharmaceutical Factory. Dr. Tuna formulated some of the first Turkish medicinal products, including cough syrup, painkillers, burn ointment and cough lozenges.

In 1950, when Dr. Cevdet Tuna entered the beauty and health sector, he founded the brand we love today. Since then, FARMASI has established itself as an innovative, reliable, sustainable, and leading brand that best understands the needs of both its customers and Beauty Influencers.

Dr. C. Tuna loved his work and believed that people are the most valuable assets of a company, investing heavily to educate employees and create incredible business partners.

**A LIFE DEDICATED TO SUCCESS.**

# OUR HISTORY

<b>1923</b> DR. C. TUNA was born	<b>1947</b> DR. C. TUNA graduated from Goethe Medical School	<b>1950</b> DR. C. TUNA started creating his own formulas	<b>2004</b> FARMASI brand was born
<b>2009</b> DR. C. TUNA brand was born	<b>2010</b> Started direct selling in Turkey	<b>2014</b> MR. WIPES brand was born	<b>2015</b> NUTRIPLUS brand was born
<b>2016</b> Operations in 16 countries	<b>2017</b> DR. C. TUNA passed away  Operations in 24 countries	<b>2018</b> Became #1 network marketing in Turkey	<b>2019</b> Launched operations in the US
<b>2021</b> Launched operations in Mexico and Canada	<b>2022</b> Launched in Dominican Republic	<b>2023</b> Launched in Spain, Portugal and Colombia	<b>2024</b> Launched in United Kingdom and Brazil

Our future grows together.

## COMPANY **CREDO**

At FARMASI, we believe in the **power of beauty**. Every woman deserves to feel like her most beautiful, empowered self. True, authentic beauty has the ability to bring people together and create an unshakable community. We know that beauty is born on the inside, which is why we love to celebrate every shade and shape, but also every culture and background.

We believe in the **power of self-expression**. We give women the opportunity to create the life of their dreams, which opens the door to joy, confidence and independence. At FARMASI, we provide the tools and support to help women experience the success and fulfilment that they've always wanted.

We believe in the **power of intention**. A person's life is not defined by their circumstances but rather by what they choose to do with the opportunities they've been given. At FARMASI, the sky is the limit – Beauty Influencers are able to achieve the highest level of success, no matter where they live or where they're from.

We believe in the **power of integrity**. Always holding ourselves to the highest level of honesty and accountability, we never test on animals or cut corners. We use powerful, natural, high-quality ingredients to create premium products that are also good for you and your family. After all, YOU are part of our FARMASI Family.

We believe everyone has the power to empower. As a company, we aim to improve the lives of women and men all over the world by providing the most profitable direct-selling business opportunity in our industry and, in turn, the opportunity for our people to change the lives of others. We create leaders, people who not only have the ability to change their communities, but the **power to change the world**.

## FARMASI

## BY THE NUMBERS

**#1**

DIRECT SELLING  
COMPANY IN TURKEY

**250+**

NEW PRODUCTS  
LAUNCHED  
ANNUALLY

**35+**

OPERATING  
COUNTRIES

**7M+**

BEAUTY  
INFLUENCERS

**1,500+**

EMPLOYEES

**#28**

DIRECT SELLING  
COMPANY IN THE WORLD





Paraben-free and  
no heavy metals!



Dermatologically  
tested!



No endangered  
plants are used!



No animal  
ingredients are used!



Manufactured in  
laboratory environment!



Non-GMO!



Sodium Lauryl  
Sulfate free!



Not tested  
on animals!

# OUR BRANDS



At FARMASI, we provide a wide range of products to address your family's needs.

From makeup to skincare to home and wellness, our products are specifically designed to improve your lifestyle by making your day-to-day easier and healthier.



FARMASI cosmetics strike the perfect balance, providing beautiful, on-trend products for professional makeup artists and everyday consumers of all ages and ethnicities looking for high-quality makeup.

Now everyone has access to looking and feeling beautiful at affordable prices.

Forever at the forefront of innovation, Dr. C. Tuna skincare solutions deliver cutting-edge technology through regimens that fit easily into any lifestyle.

Born from the perfect balance of nature and science, Dr. C. Tuna products are clinically proven to deliver visible, industry-leading results.



Beauty starts on the inside with a healthy lifestyle and feeding your body with what it needs to thrive. With our lives so on the go, it can be hard to always get what your body needs from your food.

That's why we created Nutriplus – quality nutrition solutions designed to elevate your health and enrich your lifestyle. Nutriplus products make reaching your goals easier – and when you feel better, you look better.



SEE OUR PRODUCT  
CATALOGUE HERE

SCAN HERE





## **ACTIVE**

Refers to any sales activity of a Beauty Influencer within a calendar month.

## **BEAUTY INFLUENCER (BI)**

An independent Beauty Influencer (BI) who sells FARMASI products totalling at least 75 PV within a rolling 6-month period. All BIs are eligible to earn Retail Profits and Online Commissions as well as participate in the Welcome Program.

## **QUALIFIED BI**

You are considered qualified when you achieve a minimum of 75 Personal Volume (PV) a month. To earn bonuses, you must be qualified with at least 75 PV.

## **BONUS LEVELS**

Your Group Volume (GV) determines your Bonus Level percentage. It is used to determine your title and to calculate commissions.

## **DIRECTOR VS MANAGER**

You are considered a Manager until you achieve the title for 3 consecutive months. If you achieve the same title for 3 consecutive months, you will become the Director of that title.

## **DOWNLINE**

Every Beauty Influencer (BI) you personally enrol, and their teams, are in your downline.

## **FRONTLINE**

Beauty Influencers you personally sponsor. Also known as 1st Generation.

## **GRACE PERIOD**

Starting on your enrolment date, to participate in the Welcome Program and to contribute to the Team Building Bonus, you must achieve 75 Personal Volume (PV) by the last day of the calendar month. If you aren't able to do this, this time period is extended until the last day of the following calendar month, although your efforts reset to zero at the beginning of that month. This is the only time you are granted an extension to achieve goals.

## **GENERATION**

Your frontline Beauty Influencers are your 1st generation. Any Beauty Influencers they enrol are your 2nd generation, and so on.

## **PERSONAL VOLUME (PV)**

Every time a product is purchased from FARMASI, volume is generated. Volume from you and your Retail Customers' purchases on your FARMASI website is called Personal Volume (PV).

## **GROUP VOLUME (GV)**

Group Volume is calculated by adding your own Personal Volume (PV) and the Personal Volume (PV) of all of those on your team, including all generations.

## **LEADERSHIP GROUP VOLUME (LGV)**

The total Group Volume (GV) of your 25%, 22% and 18% Bonus Level Beauty Influencers combined.

## **LEGS**

Number of frontline Beauty Influencers (BIs) who have achieved a 25% Bonus Level.

## **ONLINE STORE AND PERSONAL LINK**

As a FARMASI Beauty Influencer, you receive a website where your customers can purchase products.

## **ONLINE CUSTOMER**

A customer who purchases FARMASI products online at the suggested retail price from your personal website.

## **TITLE**

Your title is based on your personal sales and the sales of your team.

## **SIDE POINTS**

Side Points are calculated by your Group Volume (GV) minus the GV of your frontline Beauty Influencer (BIs) with 25% Bonus Level and the Beauty Influencer (BIs) with the highest Group Volume (GV) with a 22% or 18% Bonus Level. Side Points are used to determine title achievement.

## **TITLE POINTS**

Title Points are accumulated based on the title of each of your frontline Beauty Influencers (BIs).

## **QUALIFIED RECRUIT**

New recruits are qualified when they achieve a minimum of 75 Personal Volume (PV) their first month (or grace period) and the sponsor also qualifies for the Team Building bonus.



Whether your goal is to supplement your income or make FARMASI your full-time career, we're committed to helping you earn as quickly as possible. With our unique compensation plan, thousands of men and women just like you have been able to earn additional income to create the career and lifestyle of their dreams.



TITLE		BONUS LEVEL	GROUP VOLUME	SIDE P POINTS	LEGS	TITLE P POINTS
EXECUTIVE BOSS DIRECTOR	EXECUTIVE BOSS MANAGER	25%	200,000	10,000	30	240
BOSS DIRECTOR	BOSS MANAGER	25%	150,000	10,000	30	120
PRESIDENT DIRECTOR	PRESIDENT MANAGER	25%	100,000	10,000	20	60
VICE PRESIDENT DIRECTOR	VICE PRESIDENT MANAGER	25%	80,000	10,000	16	30
DIAMOND DIRECTOR	DIAMOND MANAGER	25%	60,000	5,000	12	15
EMERALD DIRECTOR	EMERALD MANAGER	25%	40,000	5,000	8	
PLATINUM DIRECTOR	PLATINUM MANAGER	25%	20,000	2,500	4	
GOLDEN DIRECTOR	GOLDEN MANAGER	25%	10,000	2,500	2	
BRONZE DIRECTOR	BRONZE MANAGER	25%	5,000	1,500	1	
DIRECTOR	MANAGER	25%	5,000	1,500		
VIRTUAL MANAGER		25%	5,000			
BEAUTY INFLUENCER		22%	3,600			
		18%	2,200			
		15%	1,400			
		12%	900			
		9%	600			
		6%	400			
		3%	200			

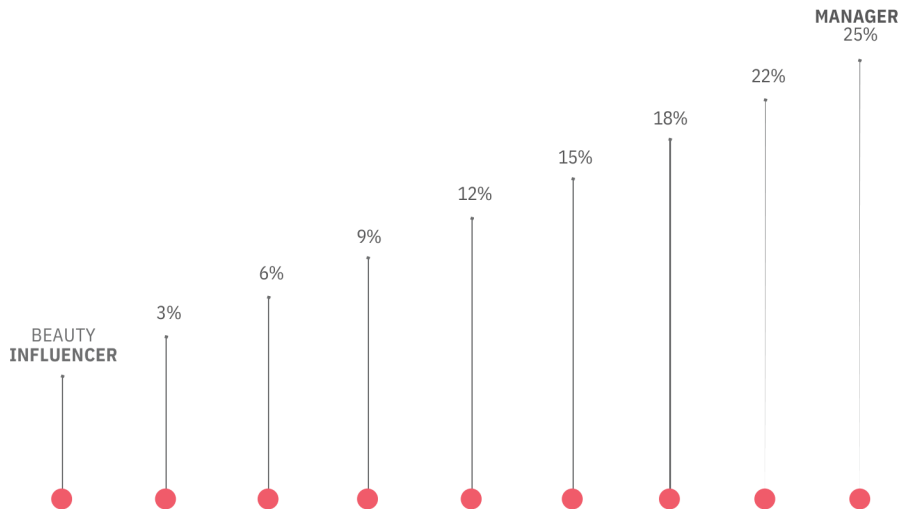


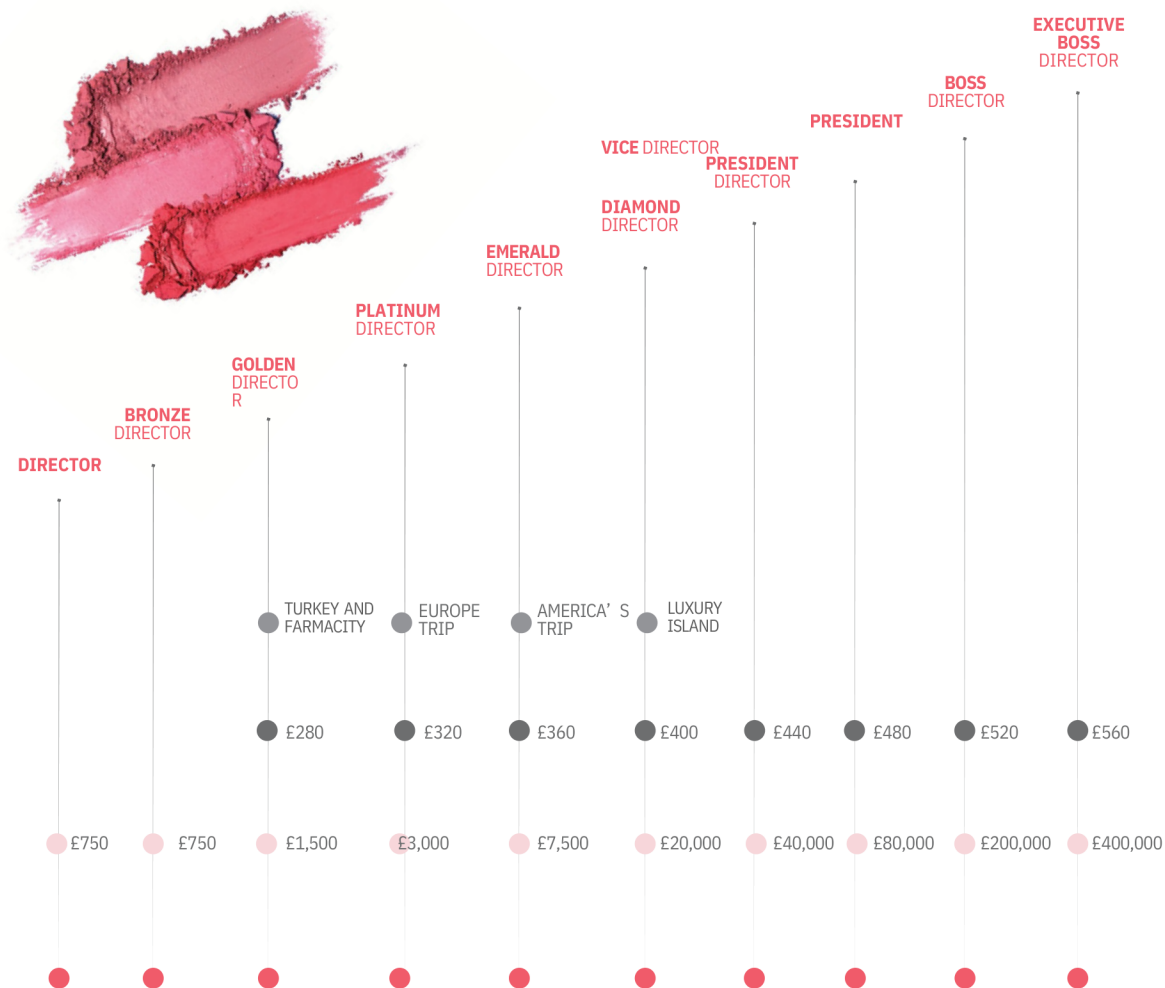
**DIRECTOR TITLE** IS ACHIEVED WHEN YOU HOLD THE CORRESPONDING **MANAGER TITLE** FOR 3 CONSECUTIVE MONTHS

## SUCCESS ROADMAP

When you hit a Manager title and maintain your qualifications for three consecutive months, you are promoted to Director. This promotion opens your earning potential up to the top rewards in the company.

● TRIP    ● CASH BONUS    ● CAR BONUS





# THE FARMASI COMPENSATION PLAN



In the next section, you will learn about the ways to earn and see some examples of how commissions and bonuses are calculated\*. All commissions and bonuses are calculated based on your and your team's performance in a calendar month.

10 WAYS TO **EARN**

1

WELCOME  
PROGRAM

Earn free products and more during your first 4 months.

2

ONLINE  
COMMISSIONS

Earn 30% of the sales transactions from your personal online store.

3

RETAIL  
PROFIT

Earn 30% of the retail price when you sell product to your customers.

4

MONTHLY  
INCENTIVE

Grow your team and build customer loyalty and get rewarded month over month.

5

PERSONAL  
BONUS

Earn up to 25% commission on your Personal Volume (PV).

6

GROUP  
BONUS

Earn a Group Bonus on eligible personally sponsored Beauty Influencers.

7

LEADERSHIP  
BONUS

Earn on up to 7 generations on your BIs who have a Bonus Level of 25%, 22%, and 18%.

8

CAR  
ALLOWANCE

Receive a monthly car allowance when you achieve Golden Director and above.

9

CASH  
BONUS

Earn a one-time cash bonus when you achieve a Director title and above.

10

UNFORGETTABLE  
EXPERIENCES

When you achieve Golden Director and above for the first time, you'll be invited to travel to amazing destinations.

## 1.WELCOME PROGRAM

We make starting your FARMASI business even sweeter with our Welcome Program. During your first four months as a Beauty Influencer, you can qualify to earn additional products and cash, on top of your commissions or bonuses, by achieving the required Personal Volume (PV) each month.

### WELCOME PROGRAM GIFTS\*



**MONTH 1\*\***  
**GIFT**  
70 PV  
VFX PRO Strobe  
Illuminating Primer



**MONTH 2**  
**GIFT**  
80 PV  
Dr C Tuna Reviving  
Shampoo and Hair Mask



**MONTH 3**  
**GIFT**  
90 PV  
Absolute Super Elixir



**MONTH 4**  
**GIFT**  
100 PV  
Nutriplus Meal Replacement  
Shake Chocolate

\* To participate in the Welcome Program as a new Beauty Influencer, you must qualify for the free gift every month. If the required PV is not met in any given month, then the remaining Welcome Program gifts are forfeited.

\*\* You may take advantage of the grace period to achieve this gift. For example, if you start in January and do not achieve the required 75 PV by the end of the month, you then have the entire month of February to achieve the required 75 PV.



## 2. ONLINE COMMISSIONS

Reaching your customers is easier than ever with FARMASI. All you have to do is share your personal website with them. They do the shopping; we do the shipping! It's that easy! You will earn 30% of the retail price, minus taxes, and 1 PV per wholesale dollar.

Retail price – The price that the customers pay for the final product that is sold. This does not include shipping or taxes/VAT.

Website price – The website price is the retail price plus the taxes/VAT.

**£100** Website price  
+ **1.2** (to remove VAT)

**£83.33** Retail price

**£83.33 × 30% = £25** Online commissions

## 3. RETAIL PROFIT

Earn Retail Profits when you sell FARMASI products directly to your retail customers.

Retail profit – The amount remaining after the Beauty Influencer collects the website price from the customer calculated at 30%. This amount includes taxes/VAT.

For example, if you purchase products from FARMASI for £70 wholesale and sell it to a customer for the suggested retail price on the website of £100, you will keep the remaining as retail profit.

**£100** Website price

- **£70** Wholesale price (website price - 30%)

**£30** Retail profit

**70** Personal Volume (PV)

NOTE: Beauty Influencers are responsible for reporting tax collected per local law.



## 4. MONTHLY **INCENTIVE** 6+3 POWER BONUS

Grow your team and build customer loyalty and get rewarded month over month.

Begin by delighting 6 customers with products averaging £72 per sale or simply achieve £432 in retail sales, totalling 300 PV each month. In that very same time period, set your sights on enrolling 3 Beauty Influencers to join your team, with the requirement that they each reach a shining 75 PV by helping them purchase products or engage in customer sales. And here's where the magic happens: you can conquer this challenge within your initial 30 days and continue achieving it each calendar month thereafter. When you do, you receive the Power Bonus - an exciting £120 bonus - soaring alongside your regular commissions and bonuses.

\*Limited time promotion valid through July 31, 2024.

	JAN 15-31	FEB 1-14	FEB 15-28	POWER BONUS
PV	200 PV	100 PV	100 PV	YES
QUALIFIED RECRUITS	3	0	3	

	JAN 15-31	FEB 1-14	FEB 15-28	POWER BONUS
PV	200 PV	100 PV	200 PV	YES
QUALIFIED RECRUITS	3	0	3	

	JAN 15-31	FEB 1-14	FEB 15-28	POWER BONUS
PV	000 PV	200 PV	000 PV	YES
QUALIFIED RECRUITS	3	0	3	

# BONUS LEVELS

Bonus Levels are used to determine your additional percentage earned. Your Group Volume (GV) determines your Bonus Level percentage. This chart shows the percentage used to determine your Bonus Level; you will see this again later. This Bonus Level is used to calculate your Personal Bonus (5) and Group Bonus (6).

MINIMUM	MAXIMUM	BONUS LEVEL
0 GV	199 GV	0%
200 GV	399 GV	3%
400 GV	599 GV	6%
600 GV	899 GV	9%
900 GV	1,399 GV	12
1,400 GV	2,199 GV	%
2,200 GV	3,599 GV	15
3,600 GV	4,999 GV	%
5,000 GV		18
		%
		22
		%
		25
		%



## 5. PERSONAL BONUS

Earn up to a 25% bonus on your Personal Volume (PV).

Use the chart at left to determine your Bonus Level. For example, if you have 200 PV and 5,600 GV, you qualify to receive a Personal Bonus of 25% on your PV, which is £40.

$$200 \text{ (PV)} \times 25\% \times 0.8 = \text{£40}$$



## 6. GROUP BONUS

Group Bonus can be earned on the Group Volume of every Beauty Influencer you personally sponsor.

The amount you earn is based on the difference between your own Bonus Level and the Bonus Level(s) of your frontline Beauty Influencer(s).

YOU

Personal Volume (PV) = 200  
Group Volume (GV) = 5,600  
Bonus Level = 25%

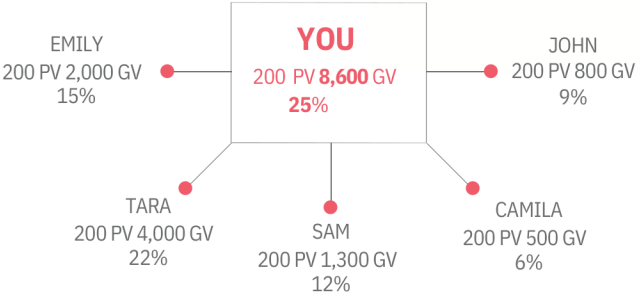
EMILY

Personal Volume (PV) = 200  
Group Volume (GV) = 2,000  
Bonus Level = 15%

$$\begin{array}{r} 25\% \text{ Your Bonus Level} \\ - 15\% \text{ Emily's Bonus Level} \\ \hline 10\% \text{ Group Bonus} \end{array}$$

$$2000 \times 0.8 \times 10\% = \text{£160}$$

GROUP  
**BONUS**  
CONTINUED



YOU	EMILY	SAM	JOHN	CAMILA	TARA
25% Bonus Level	15% Bonus Level	12% Bonus Level	9% Bonus Level	6% Bonus Level	22% Bonus Level
Dif ference	10%	13%	16%	19%	3%
Group Volume	2,000	1,300	800	500	4,000
Group Bonus	£200	$(1,300 \times 13\%) \times 0.8 = \text{£}135.20$	$(800 \times 16\%) \times 0.8 = \text{£}102.40$	$(500 \times 19\%) \times 0.8 = \text{£}76$	$(4,000 \times 3\%) \times 0.8 = \text{£}96$

**£412.60 GROUP BONUS**



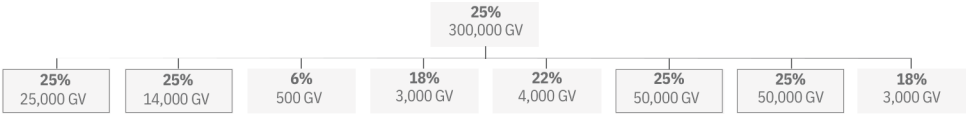
# LEADERSHIP BONUS QUALIFICATIONS

Titles are achieved by fulfilling each of the qualifications of that title.

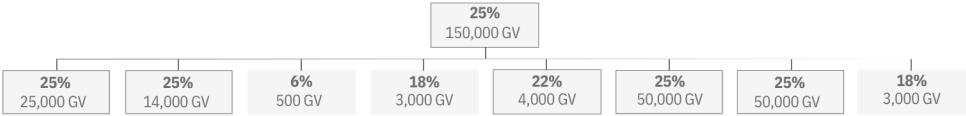
Once you achieve the title of Manager or above, you are now eligible to earn a Leadership Bonus.  
Each title has different qualification requirements, which are explained below.

TITLE	LEG REQUIREMENTS	SIDE POINT REQUIREMENTS	TITLE POINT REQUIREMENTS
MANAGER/DIRECTOR	0	1,500	
BRONZE	1	1,500	
GOLDEN	2	2,500	
PLATINUM	4	2,500	
EMERALD	8	5,000	
DIAMOND	12	5,000	15
VICE PRESIDENT	16	10,000	30
PRESIDENT	20	10,000	60
BOSS	30	10,000	120
EXECUTIVE BOSS	30	10,000	240

Legs are the number of frontline BIs who achieved a 25% Bonus Level.



Side Points are calculated by subtracting the Group Volume (GV) of all 25% Bonus Level BIs in your frontline and subtracting the GV of an additional BI in your 1st Generation who has the greatest GV out of all other 22% or 18% Bonus Level BIs, if any, from your own Group Volume (GV).



$$150,000 - 139,000 - 4,000 = 7,000 \text{ SIDE POINTS}$$

(Your GV)      (25% GV)      (22/18% GV)

Title Points are earned based on the title of each of your frontline Beauty Influencers. For example, if you have a frontline Director (1 point) and a Platinum Manager (3 points) you will have 4 Title Points. You earn title points from your frontline legs based on their titles shown here.

Note: You begin to earn Title Points at Diamond Manager and above. Your Title Points from a single frontline leg cannot be greater than the Title Point value assigned to your current title. For example, if your title is Diamond Director (12 points), and your frontline leg is a Vice President Director (16 points), you will only earn 12 points for this frontline leg.

TITLE	POINTS EARNED FROM FRONTLINE
VIRTUAL MANAGER	0.25
MANAGER	1
DIRECTOR	1
BRONZE MANAGER	1.5
BRONZE DIRECTOR	1.5
GOLDEN MANAGER GOLDEN	2
DIRECTOR PLATINUM	2.5
MANAGER PLATINUM	3
DIRECTOR	4
EMERALD MANAGER	6
EMERALD DIRECTOR	8
DIAMOND MANAGER	10
DIAMOND DIRECTOR	12
VICE PRESIDENT MANAGER	14
VICE PRESIDENT DIRECTOR	16
PRESIDENT MANAGER	18
PRESIDENT DIRECTOR	20
BOSS MANAGER	25
BOSS DIRECTOR	30
EXECUTIVE BOSS MANAGER	35
EXECUTIVE BOSS DIRECTOR	40

## 7. LEADERSHIP BONUS

The Bonus rewards you for helping everyone on your team succeed.

When you achieve the title of Manager with 5,000 GV or more and meet the 1,500 Side Points requirement, you are eligible to earn the Leadership Bonus.

Based on your title, you can earn the Leadership Bonus on up to seven generations with a Bonus Level of 25%, 22%, and 18%.

The objective of this bonus is to encourage you to develop large groups throughout all generations of your team. The contributing volumes of the 25%, 22%, and 18% Bonus Level BIs on your team are important contributors to this bonus. These are combined to create your Leadership Group Volume.

LEADERSHIP GROUP VOLUME (LGV)  
The total Group Volume (GV) of your 25%,  
22% and 18% Bonus Level Beauty Influencers combined.





TITLE	GEN1	GEN2	GEN3	GEN4	GEN5	GEN6	GEN7
MANAGER/DIRECTOR	4.00	3.00	2.00	1.50	0%	0%	0%
BRONZE	%	%	%	%	0%	0%	0%
GOLDEN	4.50	3.25	2.25	1.75	0%	0%	0%
PL ATINUM	%	%	%	%	0%	0%	0%
EMERALD	5.00	3.50	2.50	2.00	0%	0%	0%
DIAMOND	%	%	%	%	1.50%	0%	0%
VICE PRESIDENT	5.50	4.00	2.75	2.20	1.75 %	0%	0%
PRESIDENT	%	%	%	%	2.00%	0.75%	0%
BOSS	6.00	4.50	3.00	2.50	2.25%	1.00%	0%
EXECUTIVE BOSS	%	%	%	%	2.50%	1.25%	0.50%
	6.50	5.00	3.25	2.75			
	%	%	%	%			
	7.00	5.50	3.50	3.00			
	%	%	%	%			
	7.50	6.00	3.75	3.25			
	%	%	%	%			
	8.00	6.50	4.00	3.50			
	%	%	%	%			
	8.50	7.00	4.25	3.75			
	%	%	%	%			

For example, if you are a Director and meet the Side Points requirement of 1,500, you are eligible to earn the Leadership Bonus. As a Director, you earn through four generations;

- 4% from the 1st generation
- 2% from the 3rd generation
- 3% from the 2nd generation
- 1.5% from the 4th generation

IN THIS CASE, DIRECTOR WOULD EARN THE FOLLOWING BONUSES:

1st Generation Leadership Bonus: 3rd Generation Leadership Bonus

You earn 4% of the difference between the LGV in your 1st generation and the LGV in your 2nd generation.

You earn 2% of the difference between the LGV in your 3rd generation and the LGV in your 4th generation.

2nd Generation Leadership Bonus:

You earn 3% of the difference between the LGV in your 2nd generation and the LGV in your 3rd generation.

4th Generation Leadership Bonus:

You earn 1.5% of the difference between the LGV in your 4th generation and the LGV in your 5th generation.

Then, you add each generation total to get your total Leadership Bonus.

YOUR TEAM

A	150,000 LGV Generation 1	(A-B) x 4%	70,000 x 4%	2800 x 0.8 = £2,240
B	80,000 LGV Generation 2	(B-C) x 3%	40,000 x 3%	1,200 x 0.8 = £960
C	40,000 LGV Generation 3	(C-D) X 2%	20,000 x 2%	400 x 0.8 = £320
D	20,000 LGV Generation 4	(D-E) X 1.5%	10,000 x 1.5%	150 x 0.8 = £120
E	10,000 LGV Generation 5			

£3,640

## 8. CASH BONUS

When you achieve the official Director title, you are eligible to receive a one-time Cash Bonus.

TITLE	CASH BONUS
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DIRECTOR	£750
BRONZE DIRECTOR GOLDEN	£750
DIRECTOR PLATINUM	£1,500
DIRECTOR EMERALD	£3,000
DIRECTOR DIAMOND	£7,500
DIRECTOR	£20,000
VICE PRESIDENT DIRECTOR	£40,000
PRESIDENT DIRECTOR	£80,000
BOSS DIRECTOR	£200,000
EXECUTIVE BOSS DIRECTOR	£400,000







## 9. CAR ALLOWANCE BONUS

When you achieve the title of Golden Director, you will be awarded a monthly Car Allowance. As your title increases, the size of your monthly earned allowance increases.

TITLE	CAR BONUS
GOLDEN DIRECTOR	£280
PLATINUM DIRECTOR	£320
EMERALD DIRECTOR	£360
DIAMOND DIRECTOR	£400
VICE PRESIDENT DIRECTOR	£440
PRESIDENT DIRECTOR	£480
BOSS DIRECTOR	£520
EXECUTIVE BOSS DIRECTOR	£560

## 10. UNFORGETTABLE EXPERIENCES

Creating surreal memories is just one of the many benefits of being a FARMASI Beauty Influencer. When you achieve Golden Director and above for the first time, you'll be invited to travel to breathtaking destinations around the world.

When you reach any of these titles for the first time, you will have the privilege of participating in these luxurious, once-in-a-lifetime experiences with other Beauty Influencers.



FARMASI  
TRIP TO  
TURKEY  
GOLDEN DIRECTOR  
(1 Person)



EUROPEAN  
DESTINATIONS\*  
PLATINUM DIRECTOR  
(1 Person)



AMERICAS TRIP\*  
EMERALD DIRECTOR  
(1 Person)



LUXURY TROPICAL GETAWAYS\*  
DIAMOND DIRECTOR  
(2 People)


\*All trips can be earned only once, when the corresponding title is achieved.

# THE GOLDEN DIRECTOR EXPERIENCE

To show you a little more of the fantastic journey your FARMASI business can take you on, let us show you The Golden Experience. When you achieve Golden Manager for three consecutive months, you achieve the title of Golden Director. When you achieve this title, you unlock a world of new experiences.

CASH <b>BONUS</b>	
£3,000	
£750	Director bonus
£750	Bronze Director bonus
£1,500	Golden Director bonus
One time award*	

CAR <b>BONUS</b>	
£280	
Monthly award	



UNFORGETTABLE EXPERIENCE

Pack your bags and join us for an unforgettable experience to where it all began for FARMASI. The trip includes **airfare\*\***, ground transportation, accommodations and experiences.

\*Each item earned at time of achievement. Refer to page 20 for details.  
\*\*From LHR.



## YOU ARE PART OF OUR VISION

Our FARMASI Family goal is to become one of the top direct-selling beauty and wellness companies by 2025. We are frequently recognised for the quality of our products and our ability to equip people around the world to earn the income of their dreams.

Our Beauty Influencers are known for becoming the most beautiful versions of themselves and building a community of like-minded individuals looking to create a legacy. FARMASI will continue to achieve success by keeping honesty and integrity at the forefront of our business.



SCAN TO EXPERIENCE  
FARMASI