

# GOLDSHIELD

# Elite

*Imagine living the life of your dreams. Imagine more time with your family, or working from your home. Imagine being your own boss.*

*Goldshield Elite presents a unique opportunity to realize your financial dreams.*

The Elite Loyalty Rewards Plan is simple and straightforward. Every single Member from the smallest customer to the largest can earn financial rewards on a monthly or even a weekly basis. Add self-motivation, the ability to share, and a desire to succeed and you will find yourself in a position of health and financial security. Elite offers the opportunity to build residual income, which is key to gaining wealth.

Goldshield's team of experts continually research and develop innovative, quality health and wellness products worldwide.

Launch your business now! In the next few years, the wellness industry is forecast to grow to one trillion dollars! Spark your entrepreneurial spirit with the Elite opportunity. Earn loyalty rewards, weekly rewards, and a host of bonuses by sharing products you use every day.

Transform your life today and discover the vision for the future.

*Bringing people and nutrition together.*

# ADVANCED LOYALTY REWARDS DETAILS

## 1. PERSONAL SALES INCOME

Earn approximately a 30% retail mark-up reselling products to customers when using Elite's Suggested Retail Price List. Your retail customers may also purchase directly from Elite via telephone, fax, mail or your personal website (optional).

## 2. ORGANIZATIONAL REWARD

Earn a 9% reward on the first 200 Reward Volume (RV) of all qualified Elite Members in your organization through the 7th level. See #10 for specific 7th level qualifications.

## 3. ENROLLER'S INITIAL REWARD

Receive a 35% reward on the first 200 RV of all personally enrolled Elite Members in their initial enrollment month. This initial volume does not count toward organizational RV volume; however, it does count toward organizational QV. Member's RV counts toward organizational volume rewards from the second month forward. Enroller's Performance Rewards are earned for volume over 200 RV. (See #5)

## 4. PERSONAL VOLUME REWARD<sup>†</sup>

In addition to retail profits and organizational rewards, earn a Personal Volume Reward on all your monthly personal reward volume (PRV) over 200 according to the information below. QV and RV from retail volume will be calculated as personal volume and will count toward earning personal volume and organizational rewards. However, non-Member volume will not count toward your personal QV requirements.

10% on all PRV above 200

20% on all PRV above 200 when PRV is 400 to 599

30% on all PRV above 200 when PRV is 600 or greater

For example, if you create a total of 600 PRV in a month, Elite will pay you an extra 30% on 400 PRV equaling a \$120 reward.

## 5. ENROLLER'S PERFORMANCE REWARD

Enrollers receive an additional 10% reward on the monthly RV in excess of 200 RV on each personally enrolled Elite Member on any level in their organization each month.

## 6. DOUBLE BONUS REWARD

4-Stars or higher with nine or more personally enrolled, qualified Elite Members in their organization earn an additional 5% - 12% monthly reward on the first 200 RV of all personally enrolled Members per the table below.

# OF QUALIFIED ENROLLED	AMOUNT OF INCREASE	TOTAL % EARNED
9-13	5%	14%
14-19	8%	17%
20-49	10%	19%
50+	12%	21%

## 7. FAST START BONUS<sup>†</sup>

Qualify for this \$200 value bonus by enrolling eight new qualified Elite Members before the end of the first full calendar month\* after you join Elite. Receive \$100 cash bonus, plus \$100 in free product!

\*The first full calendar month is the month after you enroll as an Elite Member. Example, if you join on July 14, you have through August 31 to earn this bonus.

## 8. HOME BONUS<sup>†</sup>

A monthly Home Bonus is paid to qualifying 5-Stars and above for each month they are qualified at the corresponding level in the chart to the right.

5-Star =	\$50
6-Star =	\$200
7-Star =	\$400
8-Star =	\$600
9-Star =	\$800
10-Star =	\$1,000



## 9. PINNACLE BONUS<sup>†</sup>

4-Stars or higher receive an award certificate after remaining qualified at that level for three (3) consecutive months, or after the first month you are qualified at the next higher level. For example, attain the 7-Star level and automatically achieve the Pinnacle Bonuses paid at the 4, 5 and 6-Star levels after the first month. The month in which you qualify for the level counts toward qualifying for a Pinnacle Bonus. Pinnacle Bonuses are paid one time for each level attained.

4-Star = \$250	9-Star = Spectacular Luxury Trip
5-Star = \$500	10-Star = \$100,000
6-Star = \$1,000	(\$50,000 after three consecutive months, \$50,000 after six consecutive months, totalling \$100,000)
7-Star = \$2,500	
8-Star = \$5,000	

## 10. GROWTH & PRODUCTION BONUS

Earn up to 150% of your 7th level Reward Volume. The combined 7th level Reward Volume of all qualified 4-Stars and higher creates this Bonus. To qualify for the Bonus, Loyalty Rewards plan requirements and Bonus qualifications published monthly in the *Elite Edition*, must be met.

Qualified Bonus participants earn a minimum of 9% on the first 200 RV of every Member on their 7th level. Additionally, they earn a portion of any forfeited 9% RV from all other non-qualifying Member's 7th level volume. A maximum of 150% of the personal 7th level Reward may be earned.

## 11. ADDITIONAL FIRST LEVEL POSITIONS

Each Elite Member is allowed a maximum of five 1st level Members until reaching 7-Star. A 7-Star (or higher) who develops five personally enrolled 3-Stars (or higher) whose organizations are filled through the 4th level and maintained for three consecutive months, may add one additional 1st level Member. From then on, one new 1st level Member may be added for each new personally enrolled 3-Star (or higher) when the above qualifications are met, until the maximum of 10 1st level Members is reached.

## 12. SUCCESS PACKS (SP) A OR B<sup>†</sup>

The ideal introduction to Elite for product users and business builders alike. Both packs include Advanced Membership and allow the purchaser to select a custom combination of any Elite products at the most deeply discounted prices offered. SP-A offers up to \$900 (retail value) in products for only \$499.95 and SP-B is valued at up to \$300 (retail value) for only \$159.95. Only one SP may be purchased. They are available at any time to Basic Members, and to Advanced Members within the first two full calendar months of becoming an Advanced Member. Serious business-builders should join Elite with SP-A and should teach the Members in their organization to do the same. These packs offer new Members the greatest value, the Enroller an opportunity to earn substantial weekly rewards, and the first upline qualified 5-Star or higher an additional Bonus. ONLY SP-A includes automatic 2000 QV qualification at the 4-Star level once eight qualified Members are enrolled. Monthly special pricing does not apply to any SP contents. Only SP-A may contain an item (limit of one) with a retail value greater than \$200.

SUCCESS PACKS	U.S. COST	CANADA COST	QV	ENROLLER REWARD <sup>†</sup>	UPLINE 5-STAR REWARD <sup>†</sup>
Pack A	US\$499.95	Can\$703.95	100	\$200	\$50
Pack B	US\$159.95	Can\$224.95	100	\$65	\$20

\$15 shipping fee applies. Success Pack A automatically qualifies Member for the 2,000 monthly organizational QV qualification at the 4-Star Level.

## 13. ELITE FREE PRODUCT POINTS (EFPP's)<sup>†</sup>

Qualified Members automatically earn 50 EFPP's for a 30 QV Monthly Order (as defined on back page) and 100 EFPP's for a 75 QV or higher Monthly Order. The points may be redeemed when a minimum of 300 EFPP's have accumulated. Every 10 EFPP's is worth \$1 in retail product and can be redeemed in increments of ten. The points may be redeemed up to 12 months from the month of issue. For redemption details please visit the Policies and Procedures section of the corporate website or contact Customer Service.

<sup>†</sup> All rewards and dollar amounts shown in U.S. dollars unless otherwise indicated.

## ADVANCED LOYALTY REWARDS DIAGRAM

TITLE	ELITE MEMBERS	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	6 STAR	7 STAR	8 STAR	9 STAR	10 STAR		
QUALIFICATIONS	PERSONAL MONTHLY OR IP ORDER QV	30	30	30	30	30	75	75	75	100	100	100	
	# OF QUALIFIED ENROLLEES		2	4	8	8	12	12	12	20	20	20	
	MONTHLY ORGANIZATIONAL QV					2,000 OR Purchase Success Pack A (See # 12)	5,000	10,000	25,000	50,000	100,000	250,000	
	# OF QUALIFIED PERSONALLY ENROLLED 3, 5, OR 8 STARS						3 5 8	1 - -	3 5 8	3 - -	3 5 8	5 - -	3 10 -
	Minimum of 1/2 of the qualifying individuals must be personally enrolled.												
REWARDS	2 # OF LEVELS OF ORGANIZATIONAL REWARDS PAID	1-2	1-3	1-4	1-5	1-7*	1-7*	1-7*	1-7*	1-7*	1-7*	1-7*	
	2 ORGANIZATIONAL REWARD PAID	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	
	2 MONTHLY MAXIMUM INCOME FROM ORGANIZATIONAL REWARDS <sup>†</sup>	\$300	\$500	\$1,000	\$2,000	\$2,500	\$3,000	\$4,000	No Limit				
	3 PERSONAL ENROLLER'S INITIAL REWARD	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	
	4 PERSONAL VOLUME REWARD	10-30%	10-30%	10-30%	10-30%	10-30%	10-30%	10-30%	10-30%	10-30%	10-30%	10-30%	
	5 ENROLLER'S PERFORMANCE REWARD	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	
	6 DOUBLE BONUS REWARD					Up to 12%	Up to 12%	Up to 12%	Up to 12%	Up to 12%	Up to 12%	Up to 12%	
	8 MONTHLY HOME BONUS <sup>†</sup>						\$50	\$200	\$400	\$600	\$800	\$1,000	
	9 ONE-TIME PINNACLE BONUS <sup>†</sup>					\$250	\$500	\$1,000	\$2,500	\$5,000	World-Class Luxury Trip	\$50,000 or \$100,000	
	11 # OF FIRST LEVEL MEMBERS ALLOWED	5	5	5	5	5	5	5	up to 10	up to 10	up to 10	up to 10	
	12 SUCCESS PACK ENROLLER REWARD <sup>†</sup>	\$65 or \$200	\$65 or \$200	\$65 or \$200	\$65 or \$200	\$65 or \$200	\$65 or \$200	\$65 or \$200	\$65 or \$200	\$65 or \$200	\$65 or \$200	\$65 or \$200	
	13 EFPP'S WITH QUALIFIED MONTHLY ORDER	50 or 100	50 or 100	50 or 100	50 or 100	50 or 100	100	100	100	100	100	100	
	PINS		Elite Pin			4-Star	5-Star	6-Star	7-Star	8-Star	9-Star	10-Star	

\* To receive Rewards on your 7th level, you must qualify for the Growth & Production Bonus. See #10.

TO ENROLL AS AN ADVANCED MEMBER, YOU MUST PURCHASE A MEMBERSHIP KIT OR A SUCCESS PACK.

# Discover Elite

Create the lifestyle of your dreams with Goldshield Elite. Elite's winning products and Loyalty Rewards plan offer ordinary people an extraordinary opportunity to secure their financial future.

## ELITE TERMS AND DEFINITIONS

### ELITE MEMBER

Elite Members are customers of Goldshield Elite who commit to purchase products that total a minimum of 30 QV (Qualifying Value) per month. There are two levels of Elite Members, Basic and Advanced.

#### Basic Members

Basic Members purchase products at wholesale prices and are part of their enrollers' organization. They earn Loyalty Rewards on up to 30 Members on the first two levels below them. Basic Members do not need to personally develop a network of Elite Members in order to receive Loyalty Rewards. Taxes are applicable on price paid.

#### Advanced Members (1-Star thru 10-Star)

Advanced Members enroll by purchasing a Membership Kit or a Success Pack (includes FREE Membership and kit) and completing the Advanced Membership Application. Advanced Members purchase products at wholesale prices and are able to develop a network of Elite Members. Advanced Members earn Loyalty Rewards on all Elite Members in their entire organization according to their qualified level.

### ENROLLER

The enroller is the person who enrolls someone in Goldshield Elite.

### SPONSOR

The sponsor is the Elite Member you are placed under in the Loyalty Rewards Plan. Each Member is allowed to sponsor a maximum of five 1st level Elite Members. See #11 for additional information.

### 1ST LEVEL

An Elite Member who is connected directly below you, whether or not you personally enrolled them. A maximum of five Elite Members can be on your 1st level. See #11 for additional information.

### 2ND LEVEL

An Elite Member who is on the level below your 1st level whether or not you personally enrolled them. A maximum of 25 Elite Members can be on your 2nd level.

### LOYALTY REWARDS

These amounts are paid monthly and are comprised of your Organizational Rewards, along with all other rewards you qualify for during the month.

### QV (QUALIFYING VALUE)

The QV (Qualifying Value) of each product as it relates to the Elite Loyalty Rewards plan and the qualifications therein.

### REWARD VALUE (RV)

This is the amount used to calculate Loyalty Rewards.

### ORGANIZATIONAL QV

The QV created by you, all of the Elite Members in your organization, and your retail customers.

### ORGANIZATIONAL REWARD

The amount you earn from the RV created by all of the Elite Members in your organization. Each Elite Member may contribute a maximum of 200 RV per month toward your Organizational Reward.

### QUALIFIED

You are considered "qualified" if you meet all of the requirements for Loyalty Rewards at any given level.

### INACTIVE

An Elite Member who does not renew his/her Membership.

### ROLL DOWN

Members who do not order a minimum of 30 QV for two consecutive months will forfeit their organization and position in the Loyalty Rewards plan. Roll Down Members can still purchase at wholesale prices. They can choose to build a new organization and earn Loyalty Rewards the next month qualifications are met.

### SUGGESTED RETAIL

The amount at which Elite recommends that you resell products to retail customers. This price represents approximately a 30% mark-up profit.

### REPEAT ORDER PROGRAMS

Elite Members choose from two types of repeat order programs, Monthly Order or Insured Product Order.

#### Monthly Order

In order to participate in Elite's Loyalty Rewards plan, Elite Members must commit to purchase products that total a minimum of 30 QV each month. A Monthly Order makes qualifying easy because at the same time each month your product is shipped to you. You never have to worry about qualifying for Loyalty Rewards, running out of product or placing an order. Simply complete the Basic Membership Application or Advanced Membership Application, depending on the level at which you wish to join, and provide your credit card/debit card/bank draft information. Choose the products you wish to receive each month and we do the rest. Nothing could be easier! Also, these orders qualify you for EFPP's and orders over 100 QV qualify you for an additional free product with your order.

#### Insured Product Order

The Insured Product Order is perfect for those Elite Members who wish to place orders rather than arranging a Monthly Order. The Insured Product (IP) Order guarantees that you meet your monthly QV and receive Loyalty Rewards. Simply choose products to meet 30, 75, or 100 QV depending on the level you wish to qualify at and we will keep your order on file. If by the 25th of the month, Elite finds that you have not met the QV level established on your IP Order, we will automatically process and ship this order to you. For example: Your IP is established at 75 QV and you have placed orders totalling only 74 QV. On the 26th, your entire 75 QV IP order will be shipped to ensure your qualification is met.

**NOTE:** Valid IP Order shipments that are refused/returned will cause automatic organizational forfeiture.

**ACT NOW AND BUILD A MORE SUCCESSFUL LIFESTYLE WITH THE ELITE OPPORTUNITY!  
JOINING ELITE IS EASY! SIMPLY CALL, FAX, OR ENROLL ONLINE.**

Enrollment Line: Monday – Friday 8:30 am – 6 pm (ET)

United States and Canada .....888-709-5901  
French .....866-735-4834  
Spanish .....866-335-4839

#### Fax:

United States and Canada .....800-423-3135  
*Our fax never sleeps!*

Elite Corporate Website: .....www.goldshieldelite.com

Your Independent Elite Member:

GOLDSHIELD ELITE • P.O. Box 20027 • WEST PALM BEACH, FL 33416-0027

© Copyright 2005

#90081BA 02/05

ENRICHING LIVES BY MAXIMIZING HEALTH, LONGEVITY, AND FINANCIAL FREEDOM

ADVANCED LOYALTY REWARDS