

AUGUST 2025

JAFRA



THE PURPLE GUIDE

Lead and build a beautiful business

WELCOME TO SUCCESS

Earn more as you grow your JAFRA journey.

Discover the 3 Ways to Earn, Grow, and Reward Yourself with your JAFRA business.

1

HIGH DISCOUNTS & COMMISSIONS

Enjoy great products with great savings! The more you share, the more you earn.

2

★ NEW!

JAFRA REWARDS POINTS

So many ways to earn points and treat yourself to what you love!



3

TRIPS, INCENTIVES, RECOGNITION, AND MORE!

Exclusive incentives and recognition when you build your business like a pro.

WHAT'S YOUR GOAL?

JAFRA CONSULTANT



As a JAFRA Consultant, you can **save from 40% up to 50%** on your personal orders.

See pg. 5

Great earnings!

LEADER OF CONSULTANTS

Lead your group of Consultants as a Team Leader. This group will be your Central Branch, and you can **earn from 8% to 12%** commission on their sales!

See pg. 12



Better earnings!

LEADER OF LEADERS



If you want to **earn at the highest level, become a Leader of Leaders** and **earn from 9% up to 22% commissions on sales from the Leaders** you develop and also from the generations of Leaders they develop, with infinite possibilities.

See pg. 14

The Best earnings!



JOIN JAFRA AS A CONSULTANT AND UNLOCK A WORLD OF BEAUTY AND OPPORTUNITY

JOIN TODAY! HERE'S HOW:

- 1** Sign up at JAFRA.com and start with a JAFRA DISCOVERY KIT* at a great value! Plus, your first order includes FREE Shipping.**
- 2** Achieve \$200 in retail sales with your selected JAFRA products or an optional Start My Way Pack, which is commissionable and contributes to your retail sales total to become a Qualified New Consultant in the month you join.
- 3** Set up your account to start enjoying all the perks of building a beautiful business with JAFRA and start sharing your personalized JAFRA website.

Plus, you will receive FREE monthly brochures so you can share and earn with our constant innovations and promotions!



*Discovery Kit is non-commissionable and therefore does not count towards your retail sales. **Your first order is the purchase of your Discovery Kit and any other products or optional Start My Way Packs you add to that order. All programs & rewards are subject to change with prior notice.

MAXIMIZE FROM THE START

Take advantage of JAFRA's unparalleled level of discounts and elevate your earnings!

CONSULTANTS & LEADERS

50%

discount on
personal retail sales

SPONSORING LEADERS

Have 1 Directly Sponsored Qualified New Consultant, with \$200 or more in Personal Retail Sales, in the previous month.

OR

VIP CONSULTANTS

Have personal retail sales of \$400 or more, each month, for 3 consecutive months to become a VIP.

45%

discount on
personal retail sales

SPONSORING CONSULTANTS

Have 1 Directly Sponsored Qualified New Consultant, with \$200 or more in Personal Retail Sales, in the previous month.

OR

CONSISTENT QUALIFIED CONSULTANTS

Have \$200 or more in personal retail sales each month for the last 3 consecutive months.

40%

discount on
personal retail sales

Base discount for Consultants & Leaders, who have not yet reached VIP, sponsored someone in the previous month, or do not have consistent personal retail sales of \$200 or more for 3 consecutive months.

NEW CONSULTANTS

45%

NEW CONSULTANTS

Receive a 45% discount on personal retail sales in your first 3 months.

Plus, New Consultants can unlock 50% off when they reach \$400 in retail sales in the month they join* and each following month. Here's how:

In the month you join: Reach \$400 in retail sales = 50% off in Month 2

Month 2: Reach \$400 in retail sales = 50% off in Month 3

Month 3: Reach \$400 in retail sales = 50% off + VIP status!

Check out all the exclusive VIP perks on pages 8-9!

*Must reach \$400 retail in the month they joined and each consecutive month to get 50% discount.

All programs & rewards are subject to change with prior notice.

NEW! JAFRA REWARDS PROGRAM



Earn points and redeem for incredible rewards!
You choose the reward you want.

JR

JAFRA
REWARDS
POINTS

THE MORE YOU BUY, THE MORE YOU EARN!

Monthly Retail Sales are the cumulative sales from you and your JAFRA personal website. All points will be credited to your account the 3rd business day after the month of activity.

MONTHLY PERSONAL SALES

Monthly Retail Sales	Points you earn
\$1,000 or more	150
\$800	100
\$600	60
\$400	30
\$300	15
\$200	5

THE MORE *QUALIFIED ORDERS YOU PLACE DURING THE MONTH, THE MORE POINTS YOU CAN EARN!

Take advantage of our shipping promotions every month, place your customer orders fast, and improve your delivery times to your customers.

MONTHLY ACTIVITY - ORDERS

Total Qualified Orders*	Points you earn
4 or more	125
3	100
2	75

*A Qualified Order is an order of \$200 or more in retail sales.

THE MORE YOU SPONSOR, THE MORE YOU EARN!

Invite them to join JAFRA and start their own business.

***A Qualified New Consultant is a Consultant with \$200 in retail sales in the month they join.

SPONSORING QUALIFIED NEW CONSULTANTS**

Sponsored Qualified New Consultants*** during the Month	Points you earn
3 or more	100 points for each QNC
2	175
1	75

**Rewards points for the category of Sponsoring Qualified New Consultants cannot be earned by Team Leaders or above.

Redeem your points or save them for a bigger reward!

Earn points & track them in your virtual office. To see the full rewards catalog, scan the QR code below. See terms & conditions on page 27 or visit JAFRA.com.



SCAN THE
QR CODE TO
SEE THE FULL
REWARDS
CATALOG

ONLY FOR NEW CONSULTANTS

NEW CONSULTANT WELCOME BONUS

As a new JAFRA Consultant, during your first 3 months, you can earn an additional percentage on top of the points you earn from your monthly activity.

AS A NEW CONSULTANT

As a New Consultant, each month ordering over \$200 in Retail Sales	New Consultant Welcome Bonus Points
1st month	50%
2nd month	40%
3rd month	30%

EXAMPLE:

During your FIRST MONTH, you placed 2 orders of \$500 in retail sales and you sponsored 1 Qualified New Consultant:

Monthly Personal Sales: 150 pts
Monthly Activity in Orders: 75 pts
Sponsoring: 75 pts
TOTAL: 300 points

Plus 50% of Consultant Welcome Bonus: 150 points
300 + 150 = 450 POINTS TOTAL

WHEN YOU JOIN JAFRA YOU ALSO GET FREE JAFRA TOOLS AND OTHER PERKS:

- 1 **RECEIVE A FREE CLIENT BROCHURE AND PRODUCT CATALOG.**
- 2 **SHIPPING DISCOUNTS**
- 3 **VIRTUAL OFFICE:** with a dashboard to track your progress and custom tools to help you run your business.
- 4 **JAFRA PERSONAL WEBSITE:** share your link and they can shop with you online 24/7!
- 5 **TRAINING WITH EXPERTS:** learn about our products, beauty trends, and more!
- 6 **DIGITAL TOOLS:** access to free digital Monthly Brochure and digital Product Catalog. You can also purchase printed Brochures and Catalogs.
- 7 **PLUS,** join our online community for exclusive training, events, and more at JAFRA Beauty Insiders on Facebook.

CLIENT REWARDS PROGRAM

Your clients can earn points when they purchase, post on social, and more. They can redeem their points for discounts on their favorite products! Visit JAFRA.com for more details.

Follow @JAFRACosmetics on social media to learn more about our incredible products!



BUILD YOUR SUCCESS

HOW DO YOU BECOME A VIP?

HAVE THREE CONSECUTIVE MONTHS OF \$400 OR MORE IN PERSONAL RETAIL SALES EACH MONTH:

MONTH 1	MONTH 2	MONTH 3	MONTH 4	50% discount on personal retail sales
\$400	\$400	\$400	You're in the VIP Club!	

START ENJOYING ALL OF THE CLUB'S REWARDS ON THE 1ST OF THE FOLLOWING MONTH.



Plus, the first time you become a VIP you'll get a VIP Welcome Gift in Month 4, with any size order! Scan the QR code to see the gift.

EARN REWARDS POINTS FOR CONSISTENCY!

VIP CLUB COUNTS YOUR CONSISTENCY ON A ROLLING CALENDAR YEAR SO YOU CAN START AT ANY TIME!

POINTS FOR VIPS					
First, become a VIP. Then maintain your VIP status to earn JAFRA rewards points.	50 POINTS	100 POINTS	200 POINTS	300 POINTS	50 POINTS
	Be a VIP each month for 3 consecutive months.	Be a VIP each month for 6 consecutive months.	Be a VIP each month for 9 consecutive months.	Be a VIP each month for 12 consecutive months.	Each month you're a VIP after 13+ consecutive months.
Points are not cumulative.					

3 consecutive months of \$400 in personal retail sales.	Be a VIP for 6 consecutive months.	Be a VIP for 9 consecutive months.	Be a VIP for 12 consecutive months.
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PERKS	VIP	VIP PLUS	VIP GOLD	VIP ROYAL
JAFRA Rewards Points (Check JAFRA.com for details)				
50% Discount				
Welcome Gift				
Access to VIP Shop				
Can buy 1 Discovery Kit and 1 of each Start My Way Packs every quarter				
Early Access & Discounts on New Products				
Up to 5 Free Brochures each month**				
Up to 10 Free Brochures Each Month**				
Access to the VIP Plus Shop				
25% off admission to National Convention				
\$100 (Retail Value) JAFRA E-Gift Card				
Bonus Month for Incentive Trip Qualifications				

All programs & rewards are subject to change with prior notice.

*VIPs may purchase 1 Discovery Kit per quarter during a presale. Once per quarter, VIPs may purchase one of each Start My Way Packs. JAFRA reserves the right to substitute products with ones of greater or equal value. Products are non-exchangeable.

**VIPs will receive one Brochure by mail and their additional brochures will be dropped in their first order placed from the 1st to the 15th of the month, while supplies last. JAFRA includes one Brochure with every order, while supplies last. All VIPs must maintain VIP Status on a monthly basis in order to have access to the VIP Shop/perks.

BELIEVE IN WORKING AS A TEAM

Take your earnings to the next level



READY TO BECOME A TEAM LEADER?

The Leadership path is your perfect match! Earn commission on your sales AND your team's sales, plus unlock amazing rewards points as a new Leader.

If you're ready, go
to the next page!



READY TO *LEVEL UP* TO LEADERSHIP?

**Earn 8% or 12% commission
on your sales & your team's sales.**

Your Commission is calculated on your Team's Wholesale Sales multiplied by your achieved commission percentage.

HERE'S HOW TO PROMOTE TO TEAM LEADER

- 1 Have 5 Direct Qualified Ordering Consultants, each with \$200 in personal retail sales (at least 1 must be a QUALIFIED NEW CONSULTANT* in the qualifying month) and a minimum of \$200 in your own personal retail sales.

*Qualified New Consultant: Consultant with at least \$200 in retail sales in the month they join.

Your team is now
known as your
Central Branch.



You \$200

**Central
Branch**



\$200



\$200



\$200



\$200



\$200

At least 1
Consultant has
to be a direct
Qualified New
Consultant in the
qualifying month

Direct Consultants

Plus, remember that as a Leader you can get discounts on your Personal Sales:

50%
discount on
personal retail sales

SPONSORING LEADERS

Have 1 Directly Sponsored Qualified New Consultant, with \$200 or more in retail sales, in the previous month.

This is a new title with updated requirements effective May 2025, therefore no statistics are available at this time. We will continue to collect data. All programs and rewards are subject to change with prior notice. For Title Maintenance requirements, refer to pages 30-31.

NEW! JAFRA REWARDS PROGRAM



Unlock your JAFRA Rewards Points with these activities that bring you closer to amazing rewards when you start building your team.

In addition to monthly personal sales rewards points and monthly activity rewards points, there's more JAFRA REWARDS you can earn as a

TEAM LEADER:

AS A NEW LEADER

POINTS YOU EARN

Congratulations! In addition to all the amazing perks of being a Leader, you'll also earn exclusive JAFRA Rewards. Eligibility: First-time New Leaders in their first 3 months. Central Branch must have at least 1 Qualified New Consultant each month to qualify for bonus points.

*Qualified Ordering Consultant: Consultant with Personal Retail Sales of at least \$200 in the month.

Qualified Ordering Consultants* in First Month as a New Leader in your Central Branch	1st Month	2nd Month	3rd Month
11 and above	1,000	800	600
9-10	700	500	400
7-8	400	300	200
5-6	250	150	75

GROWING YOUR CENTRAL BRANCH**

Earn points when you and your team sponsor QUALIFIED NEW CONSULTANTS. You can earn up to 1,250 points in a month for growing your group!

***Qualified New Consultant: Consultant with at least \$200 in retail sales in the month they join.

Qualified New Consultants*** during the Month	Points you earn
10 and above	1,250
7-9	750
4-6	400
1-3	150

**Rewards points for the category of Growing your Central Branch can only be earned by Team Leaders and above.

REDEEM YOUR POINTS OR SAVE THEM FOR A BIGGER REWARD!



Track your rewards points in your virtual office. To see the full rewards catalog, scan the QR code. See terms & conditions on page 27 or visit JAFRA.com.



SCAN THE
QR CODE TO
SEE THE FULL
REWARDS
CATALOG



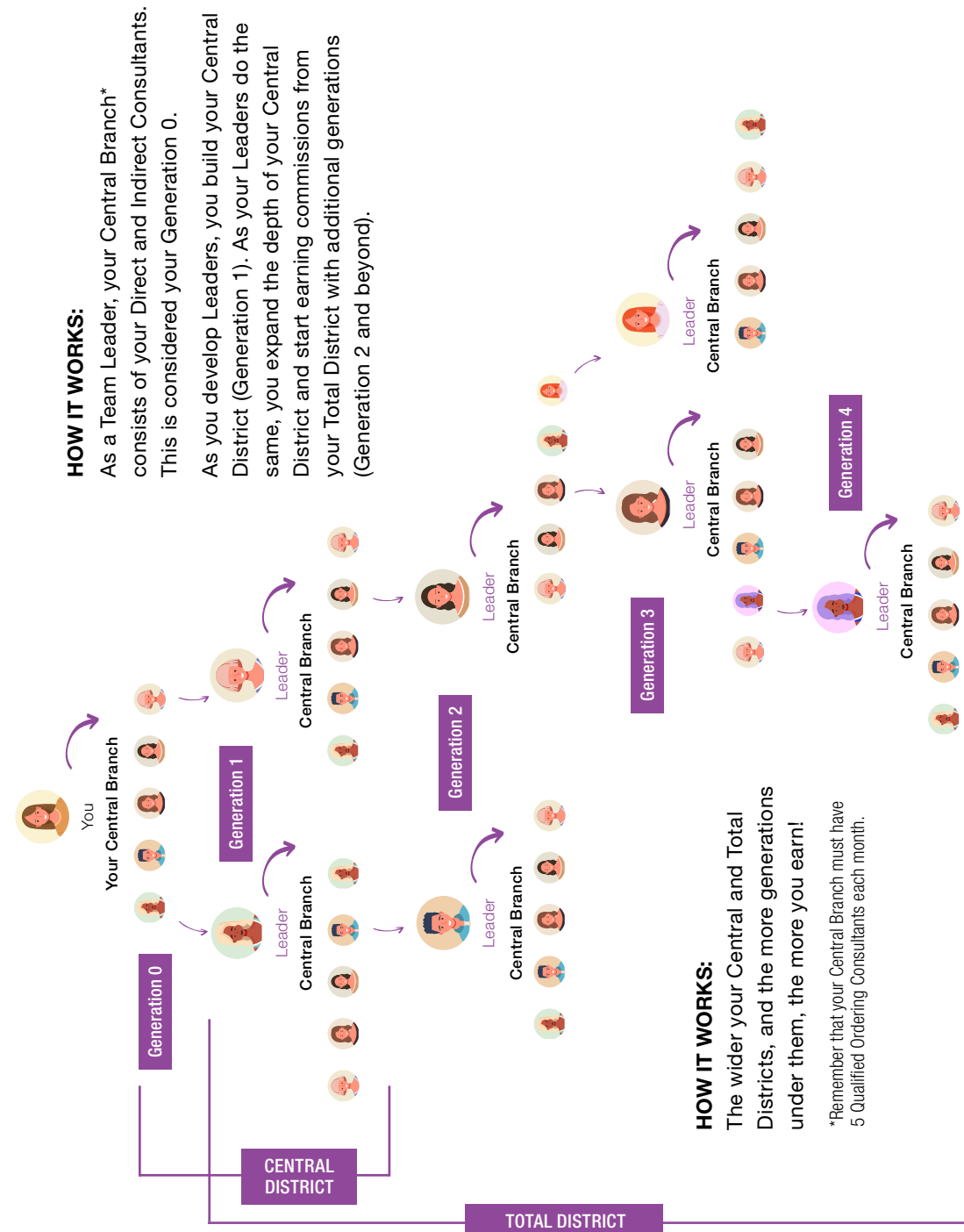
READY TO DREAM BIG AND LEAD EVEN BIGGER?

Promote to Supervisor or higher and earn even more from your team, their teams, and all their sales!

Grow your team **wide and deep**, and as you develop Leaders, you'll earn commissions not just on your team's sales (Central Branch), but on your entire lineage (Central District & Total District). The more you build, the more you earn —endless possibilities!

HOW IT WORKS:

- 1 As a Team Leader, your **Central Branch** consists of your Direct and Indirect Consultants.
- 2 When you develop new Team Leaders, those direct Leaders, along with their Central Branches, will form your **Central District**.
- 3 As your Leaders from your Central District develop more levels themselves, you start creating more generations on your **Total District**.



Generating sales compensation as a JAFRA Consultant requires time, effort, and dedication. Your success will also be influenced by your skills, talents, and leadership abilities. Please note that financial success is not guaranteed, and results may vary significantly among participants. All programs and rewards are subject to change with prior notice.

EXPAND YOUR JOURNEY TO NEW HEIGHTS

TITLE	DIRECT BRANCHES IN CENTRAL DISTRICT	CENTRAL BRANCH COMMISSIONS	GENERATIONS YOU CAN EARN COMMISSIONS ON
ROYAL AMBASSADOR	26 or more	16% or 22%	Up to 7 or more
GOLD AMBASSADOR	20-25	15% or 20%	6
AMBASSADOR	15-19	14% or 19%	5
GOLD DIRECTOR	10-14	13% or 18%	4
DIRECTOR	7-9	11% or 17%	3
GOLD SUPERVISOR	4-6	10% or 15%	2
SUPERVISOR	1-3	9% or 13%	1

To see what you can earn on your additional generations, see page 17

COMMISSION REQUIREMENTS

- Team Leader to Royal Ambassador, must have a minimum of \$1,200 in Central Branch retail sales, at least 5 Ordering Consultants each with \$200 or more in personal retail sales, and a minimum of \$200 in your own personal retail sales each month.

HIGH COMMISSION REQUIREMENTS

- Team Leaders to Gold Supervisors must grow their Central Branch by adding 1 directly sponsored and 1 indirectly sponsored Qualified New Consultant OR reach a minimum of \$2,800 in monthly retail sales in their Central Branch.
- Directors & Gold Directors must have at least 50% of their directly promoted Leaders personally sponsor at least 1 Qualified New Consultant with \$200 or more in personal retail sales OR grow their Central District a minimum of \$1.00 compared to the same month in the previous year.
- Ambassadors to Royal Ambassadors must grow their Central District a minimum of \$1.00 compared to the same month in the previous year.

Generating sales compensation as a JAFRA Consultant requires time, effort, and dedication. Your success will also be influenced by your skills, talents, and leadership abilities. Please note that financial success is not guaranteed, and results may vary significantly among participants. This is a new compensation plan with updated requirements effective May 2025, therefore no statistics are available at this time. We will continue to collect data. All programs and rewards are subject to change with prior notice. For Title Maintenance requirements, please refer to pages 30-31.

	Royal Ambassador	Gold Ambassador	Ambassador	Gold Director	Director	Gold Supervisor	Supervisor	Team Leader	Consultant	
Number of Qualified Ordering Consultants* required	You + 5	You + 5	You + 5	You + 5	You + 5	You + 5	You + 5	You + 5		
Minimum Central Branch Retail Sales required in the evaluated month	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200		
Required Direct Branch(es) in the Central District	26 or more	20-25	15-19	10-14	7-9	4-6	1-3	0		
Generation 0: Central Branch	16% or 22%	15% or 20%	14% or 19%	13% or 18%	11% or 17%	10% or 15%	9% or 13%	8% or 12%		
Generation 1: Directly Promoted Branches	14% or 20%	13% or 18%	12% or 16%	11% or 14%	10% or 12%	9% or 11%	8% or 10%			
Generation 2: First Line Indirect Branches	7% or 10%	6% or 8%	5% or 7%	4% or 6%	3% or 5%	2% or 4%				
Generation 3: 2nd Line Indirect Branches	6% or 8%	5% or 6%	4% or 5%	3% or 4%	2% or 3%					
Generation 4: 3rd Line Indirect Branches	4% or 5%	3% or 4%	2% or 3%	1% or 2%						
Generation 5: 4th Line Indirect Branches	3% or 4%	2% or 3%	1% or 2%							
Generation 6: 5th Line Indirect Branches	2% or 3%	1% or 2%								
Generation 7+: 6th Line and Beyond Indirect Branches	0% or 1%									
Rewards Points	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Legacy Program	✓	✓	✓	✓	✓					
Life Insurance	✓	✓	✓	✓	✓					
Car Allowance	✓	✓	✓	✓	✓					
Car Program	✓	✓	✓	✓	✓					

*Qualified Ordering Consultant: Consultant with Personal Retail Sales of at least \$200 in the month.

Your Commission is calculated on your Team's Wholesale Sales multiplied by your achieved commission percentage. This is a new compensation plan with updated requirements effective May 2025, therefore no statistics are available at this time. We will continue to collect data. All programs and rewards are subject to change with prior notice. Commission percentages shown represent the minimum and maximum amounts that can be earned. The maximum amounts are contingent upon meeting all High Commission Requirements. For Title Maintenance requirements, please refer to pages 30-31.



LEAD THE WAY

PLUS you'll earn commission on the sales of your directly promoted Leaders!

**EARN COMMISSIONS ON YOUR CENTRAL BRANCH
AND 1 GENERATION DEEP**

	COMMISSION	HIGH COMMISSION
Generation 0 Central Branch	9%	13%
Generation 1 Central District	8%	10%

Your Commission is calculated on your Team's Wholesale Sales multiplied by your achieved commission percentage.

As a Leader you can get discounts on your personal sales:

50% discount on personal retail sales

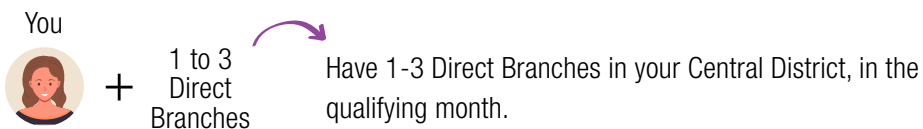
SPONSORING LEADERS
Have 1 Directly Sponsored Qualified New Consultant, with \$200 or more in retail sales, in the previous month.

PLUS, you'll earn rewards points for:



- Developing new Leaders
- Growing your Direct Branches
- Promoting to a new title for the first time

HERE'S HOW TO PROMOTE TO SUPERVISOR



This is a new title with updated requirements effective May 2025, therefore no statistics are available at this time. We will continue to collect data. All programs and rewards are subject to change with prior notice.
For Title Maintenance Requirements see pages 30-31. Supervisor is the new title, formerly known as District Manager 1-3.

GO FOR THE GOLD

The more you build, the more your success sparkles!

**EARN COMMISSIONS ON YOUR CENTRAL BRANCH
AND UP TO 2 GENERATIONS DEEP**

	COMMISSION	HIGH COMMISSION
Generation 0 Central Branch	10%	15%
Generation 1 Central District	9%	11%
Generation 2 Total District	2%	4%

Your Commission is calculated on your Team's Wholesale Sales multiplied by your achieved commission percentage.

As a Leader you can get discounts on your personal sales:

50% discount on personal retail sales

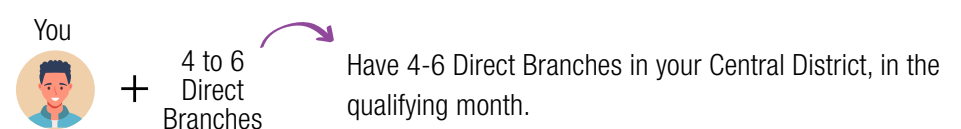
SPONSORING LEADERS
Have 1 Directly Sponsored Qualified New Consultant, with \$200 or more in retail sales, in the previous month.

PLUS, you'll earn rewards points for:



- Developing new Leaders
- Growing your Direct Branches
- Promoting to a new title for the first time

HERE'S HOW TO PROMOTE TO GOLD SUPERVISOR



This is a new title with updated requirements effective May 2025, therefore no statistics are available at this time. We will continue to collect data. All programs and rewards are subject to change with prior notice.
For Title Maintenance Requirements see pages 30-31. Gold Supervisor is the new title, formerly known as District Manager 3 or District Director 1.



READY TO *ELEVATE?*

You've been sharing your passion for JAFRA, leading your teams, and developing new Leaders! Now it's time to level up to Director.

EARN COMMISSIONS ON YOUR CENTRAL BRANCH AND UP TO 3 GENERATIONS DEEP

	COMMISSION	HIGH COMMISSION
Generation 0 Central Branch	11%	17%
Generation 1 Central District	10%	12%
Generation 2 Total District	3%	5%
Generation 3 Total District	2%	3%

Your Commission is calculated on your Team's Wholesale Sales multiplied by your achieved commission percentage.

As a Leader you can get discounts
on your personal sales:

50% discount on
personal retail sales

SPONSORING LEADERS
Have 1 Directly Sponsored Qualified
New Consultant, with \$200 or more in
retail sales, in the previous month.

PLUS, you'll earn rewards points for:



- Developing new Leaders
- Growing your Direct Branches
- Promoting to a new title for the first time

Life Insurance, Legacy
Program, Car Allowance,
and more!



HERE'S HOW TO PROMOTE TO DIRECTOR



+

7 to 9
Direct
Branches

Have 7-9 Direct Branches in your Central District, in the
qualifying month.

This is a new title with updated requirements effective May 2025, therefore no statistics are available at this time. We will continue to collect data. All programs and rewards are subject to change with prior notice.

For Title Maintenance Requirements see pages 30-31. Director is the new title, formerly known as District Director 2.



YOUR LEADERSHIP *SHINES!*

Not only are you a star, but your Leaders are thriving, building & celebrating their success too! Now it's your time to step into the spotlight as a Gold Director.

EARN COMMISSIONS ON YOUR CENTRAL BRANCH AND UP TO 4 GENERATIONS DEEP

	COMMISSION	HIGH COMMISSION
Generation 0 Central Branch	13%	18%
Generation 1 Central District	11%	14%
Generation 2 Total District	4%	6%
Generation 3 Total District	3%	4%
Generation 4 Total District	1%	2%

Your Commission is calculated on your Team's Wholesale Sales multiplied by your achieved commission percentage.

As a Leader you can get discounts
on your personal sales:

50% discount on
personal retail sales

SPONSORING LEADERS
Have 1 Directly Sponsored Qualified
New Consultant, with \$200 or more in
retail sales, in the previous month.

PLUS, you'll earn rewards points for:



- Developing new Leaders
- Growing your Direct Branches
- Promoting to a new title for the first time

Life Insurance, Legacy
Program, Car Allowance,
and more!



HERE'S HOW TO PROMOTE TO GOLD DIRECTOR



+

10 to 14
Direct
Branches

Have 10-14 Direct Branches in your Central District, in the
qualifying month.

*This is a new title with updated requirements effective May 2025, therefore no statistics are available at this time. We will continue to collect data. All programs and rewards are subject to change with prior notice.

For Title Maintenance Requirements see pages 30-31. Gold Director is the new title, formerly known as District Director 3.

AMBASSADOR



THE SUMMIT OF LEADERSHIP!

As an Ambassador, your dedication to building your beauty empire is paying off.

**EARN COMMISSIONS ON YOUR CENTRAL BRANCH
AND UP TO 5 GENERATIONS DEEP**

	COMMISSION	HIGHEST COMMISSION
Generation 0 Central Branch	14%	19%
Generation 1 Central District	12%	16%
Generation 2 Total District	5%	7%
Generation 3 Total District	4%	5%
Generation 4 Total District	2%	3%
Generation 5 Total District	1%	2%

Your Commission is calculated on your Team's Wholesale Sales multiplied by your achieved commission percentage.

**As a Leader you can get discounts
on your personal sales:**

50% discount on
personal retail sales

SPONSORING LEADERS

Have 1 Directly Sponsored Qualified New Consultant, with \$200 or more in retail sales, in the previous month.

PLUS, you'll earn rewards points for:

- Developing new Leaders
- Growing your Direct Branches
- Promoting to a new title for the first time



Life Insurance, Legacy
Program, Car Program,
and more!



HERE'S HOW TO PROMOTE TO AMBASSADOR

You



+

15 to 19
Direct
Branches



Have 15-19 Direct Branches in your Central District, in the qualifying month.

These updated requirements are effective May 2025, therefore no statistics are available at this time. We will continue to collect data. All programs and rewards are subject to change with prior notice.

For Title Maintenance Requirements see pages 30-31.

GOLD AMBASSADOR



YOU'RE A SOLID GOLD LEADER!

As a Gold Ambassador, your hard work has earned you a prestigious spot.

**EARN COMMISSIONS ON YOUR CENTRAL BRANCH
AND UP TO 6 GENERATIONS DEEP**

	COMMISSION	HIGH COMMISSION
Generation 0 Central Branch	15%	20%
Generation 1 Central District	13%	18%
Generation 2 Total District	6%	8%
Generation 3 Total District	5%	6%
Generation 4 Total District	3%	4%
Generation 5 Total District	2%	3%
Generation 6 Total District	1%	2%

Your Commission is calculated on your Team's Wholesale Sales multiplied by your achieved commission percentage.

**As a Leader you can get discounts
on your personal sales:**

50% discount on
personal retail sales

SPONSORING LEADERS

Have 1 Directly Sponsored Qualified New Consultant, with \$200 or more in retail sales, in the previous month.

PLUS, you'll earn rewards points for:

- Developing new Leaders
- Growing your Direct Branches
- Promoting to a new title for the first time



Life Insurance, Legacy
Program, Car Program,
and more!



HERE'S HOW TO PROMOTE TO GOLD AMBASSADOR

You



+

20-25
Direct
Branches



Have 20-25 Direct Branches in your Central District, in the qualifying month.

This is a new title with updated requirements effective May 2025, therefore no statistics are available at this time. We will continue to collect data. All programs and rewards are subject to change with prior notice.

For Title Maintenance Requirements see pages 30-31.

WELCOME TO THE PINNACLE OF SUCCESS!



Your dedication, vision, and passion have crowned you as JAFRA Royalty. As a Royal Ambassador, you're not just a leader; you're an icon. The crown is yours, and with it comes a world of magnificent rewards and infinite possibilities. Your reign is just beginning—prepare to lead with unmatched grace and power, as your legacy grows more regal with every step!

EARN COMMISSIONS ON YOUR CENTRAL BRANCH AND UP TO 7 GENERATIONS AND BEYOND

	COMMISSION	HIGH COMMISSION
Generation 0 Central Branch	16%	22%
Generation 1 Central District	14%	20%
Generation 2 Total District	7%	10%
Generation 3 Total District	6%	8%
Generation 4 Total District	4%	5%
Generation 5 Total District	3%	4%
Generation 6 Total District	2%	3%
Generation 7+ Total District	0%	1%

Your Commission is calculated on your Team's Wholesale Sales multiplied by your achieved commission percentage.

As a Leader you can get discounts
on your personal sales:

50% discount on
personal retail sales

SPONSORING LEADERS

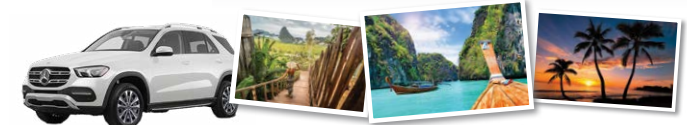
Have 1 Directly Sponsored Qualified New Consultant, with \$200 or more in retail sales, in the previous month.

PLUS, you'll earn rewards points for:



- Developing new Leaders
- Growing your Direct Branches
- Promoting to a new title for the first time

Life Insurance, Legacy
Program, Car Program,
and more!



HERE'S HOW TO PROMOTE TO ROYAL AMBASSADOR

You



+

26 or more
Direct
Branches

Have 26 or more Direct Branches in your Central District,
in the qualifying month.

This is a new title with updated requirements effective May 2025, therefore no statistics are available at this time. We will continue to collect data. All programs and rewards are subject to change with prior notice.
For Title Maintenance Requirements see pages 30-31.

FOR LEADERS

NEW! JAFRA REWARDS PROGRAM



As a JAFRA Leader, you can earn points for every activity, giving you more opportunities to earn amazing rewards!

THE LEADER OF LEADERS CAN EARN CONSULTANT POINTS* PLUS:

Your Leaders are helping you earn JAFRA Rewards, too, through their ordering Consultants.

**Qualified Ordering Consultant: Consultant with Personal Retail Sales of at least \$200 in the month.

ON DEVELOPING NEW LEADERS

POINTS YOU EARN

Qualified Ordering Consultants** in your Promoted New Leader's Central Branch	1 st Month	2 nd Month	3 rd Month
11 and above	900	700	500
9-10	500	400	250
7-8	300	200	100
5-6	150	75	25

FIRST-TIME TITLE BONUS

POINTS YOU EARN

Your New Title	For Reaching a NEW Title
Royal Ambassador	10,000
Gold Ambassador	5,000
Ambassador	3,750
Gold Director	2,500
Director	2,000
Gold Supervisor	1,500
Supervisor	1,000

*Excludes rewards points for the categories of Sponsoring Qualified New Consultants and Growing your Central Branch.

As you grow and advance in rank, you can earn up to 10,000 points in the JAFRA Rewards program upon reaching the highest title. Not available for Requalified Leaders.



GO ON VACATION!

REDEEM your points or save them for a bigger reward!

To see how many points you can earn for each activity, visit **JAFRA.com**.



Track points in your virtual office. To see full rewards catalog, scan QR code. See terms & conditions on page 27 or visit jafra.com

All programs and rewards are subject to change with prior notice. Consultants & Leaders can participate in the JAFRA Rewards Points Program. Points are valid for 12 months and will be credited within 3 business days of the following month. To keep your rewards points you must be an Active Consultant (placing at least 1 retail order in the last 4 months). If your status becomes Inactive (no retail order in the last 4 months), you'll forfeit your rewards points. Reward items are subject to availability. JAFRA reserves the right to substitute rewards with ones of equal or greater value. If an order is returned, the points earned from that order will be deducted from your balance.

IMAGINE THE POSSIBILITIES AT THE TOP



CAR PROGRAM

AMBASSADORS AND ABOVE

have the opportunity to participate in the Car Program, where you can drive a Mercedes-Benz®.

JAFRA LEGACY PROGRAM

A program that recognizes JAFRA's top Leaders. **DIRECTOR LEVELS AND ABOVE** are offered the unique opportunity to transfer your JAFRA legacy to a direct family member.

CAR ALLOWANCE BONUS

DIRECTORS TO AMBASSADORS

can participate to earn a car allowance bonus. See JAFRA.com for details.

LIFE INSURANCE

Insurance for peace of mind. When you reach **DIRECTOR LEVELS AND ABOVE** you are eligible for life insurance benefits paid for by JAFRA.

EARN INCREDIBLE TRIPS, CELEBRATE AT CONVENTION, AND BE HONORED FOR YOUR ACHIEVEMENTS!



Recognition

Celebrate with everyone during our annual Recognition at the biggest event of the year!

Trips & Retreats

There are multiple ways to have the opportunity to travel with JAFRA!



Earn the Incentive Trip to experience an epic adventure.



Join us at one of our Leadership Retreats to help you reach your goals.



National Convention

Join us at our National Convention where you will meet other JAFRA Consultants, participate in exclusive workshops, see & try our newest product innovations, and hear from world-class keynote speakers.

During 2024, 0.13% of the Consultant Base earned the Incentive Trip offered by JAFRA. All programs and rewards are subject to change with prior notice. Generating sales compensation as a JAFRA Consultant requires time, effort, and dedication. Your success will also be influenced by your skills, talents, and leadership abilities. Please note that financial success is not guaranteed, and results may vary significantly among participants.

Terms & Conditions

HOW TO MAINTAIN YOUR TITLE AND COMMISSION

How to Maintain Your Title All Leadership titles, from Team Leader to Royal Ambassador, must meet the following monthly requirements: a minimum of \$1,200 in Central Branch retail sales, at least 5 Ordering Consultants each with \$200 or more in personal retail sales, and a minimum of \$200 in your own personal retail sales. By meeting your Central Branch requirements in any given month, you ensure payment of commission on team sales for that month.

What happens if you do not meet your minimum Central Branch maintenance requirements? Leaders who do not meet the minimum Central Branch maintenance requirements during the evaluation month will forfeit their commission payment and any applicable bonuses for that month. Leaders who do not meet the minimum Central Branch requirements for two consecutive months will forfeit their Leader title and applicable branches in their downline. The demoted Leader and Consultants in their Central Branch will remain at the same generation level and will not be moved into an upline Leader's Central Branch. Demoted Leaders may requalify for Leadership by requalifying as a Team Leader.

How is my commission on Team Sales evaluated? Commission is based on the title held as of the start of the month. Title changes—whether a promotion or demotion—go into effect on the start of the following month. This means you will be evaluated and paid based on your current title as of the start of the month, not on a title you achieve during the month.

How do you receive your commission payments? Commissions from sales on your JAFRA personal website will be paid weekly. Commissions on Team Sales will be paid once a month, within the first 3 business days. Commission on Team Sales is calculated based on your team's wholesale sales generated during the evaluation month, multiplied by the commission percentage based on your title at the beginning of the month. In compliance with tax reporting regulations, in order to receive Commission Payments, your JAFRA account must have a Social Security Number (SSN) or Taxpayer Identification Number (TIN) on file. Failure to provide this information will result in a delay of your commission payments.

REQUIREMENTS AND COMMISSION BY TITLE

Team Leader Earn 8% commission on team sales on your Central Branch when you meet your monthly minimum Central Branch Requirements. To earn 12% commission on team sales on your Central Branch, you will need to reach the minimum requirements above, plus grow your Central Branch by adding 1 directly sponsored and 1 indirectly sponsored Qualified New Consultant OR reach a minimum of \$2,800 in retail sales in your Central Branch.

Supervisor Earn 9% commission on team sales on your Central Branch and 8% on your Central District, when you meet your monthly minimum Central Branch Requirements, plus a minimum of 1 directly promoted branch. To earn 13% commission on team sales on your Central Branch and 10% on your Central District, you will need to reach the minimum requirements above, plus grow your Central Branch by adding 1 directly sponsored and 1 indirectly sponsored Qualified New Consultant OR reach a minimum of \$2,800 in retail sales in your Central Branch.

Gold Supervisor Earn 10% commission on team sales on your Central Branch and 9% on your Central District, and 2% on your Total District, to a maximum of 2 generations, when you meet your monthly minimum Central Branch Requirements, plus a minimum of 4 directly promoted branches. To earn 15% commission on team sales on your Central Branch and 11% on your Central District, and 4% on your Total District, to a maximum of 2 generations, you will need to reach the minimum requirements above, plus grow your Central Branch by adding 1 directly

sponsored and 1 indirectly sponsored Qualified New Consultant OR reach a minimum of \$2,800 in retail sales in your Central Branch.

Director Earn 11% commission on team sales on your Central Branch and 10% on your Central District, and up to 3% on your Total District, to a maximum of 3 generations, when you meet your monthly minimum Central Branch Requirements, plus a minimum of 7 directly promoted branches. To earn 17% commission on team sales on your Central Branch and 12% on your Central District, and up to 5% on your Total District, to a maximum of 3 generations, you will need to reach the minimum requirements above, plus have at least 50% of your directly promoted Leaders personally sponsor at least 1 Qualified New Consultant with at least \$200 in personal retail sales OR grow your Central District a minimum of \$1.00 or more compared to the same month in the previous year.

Gold Director Earn 13% commission on team sales on your Central Branch and 11% on your Central District, and up to 4% on your Total District, to a maximum of 4 generations, when you meet your monthly minimum Central Branch Requirements, plus a minimum of 10 directly promoted branches. To earn 18% commission on team sales on your Central Branch and 14% on your Central District, and up to 6% on your Total District, to a maximum of 4 generations, you will need to reach the minimum requirements above, plus have at least 50% of your directly promoted Leaders personally sponsor at least 1 Qualified New Consultant with at least \$200 in personal retail sales OR grow your Central District a minimum of \$1.00 or more compared to the same month in the previous year.

Ambassador Earn 14% commission on team sales on your Central Branch and 12% on your Central District, and up to 5% on your Total District, to a maximum of 5 generations, when you meet your monthly minimum Central Branch Requirements, plus a minimum of 15 directly promoted branches. To earn 19% commission on team sales on your Central Branch and 16% on your Central District, and up to 7% on your Total District, to a maximum of 5 generations, you will need to reach the minimum requirements above, plus grow your Central District a minimum of \$1.00 or more compared to the same month in the previous year.

Gold Ambassador Earn 15% commission on team sales on your Central Branch and 13% on your Central District, and up to 6% on your Total District, to a maximum of 6 generations, when you meet your monthly minimum Central Branch Requirements, plus a minimum of 20 directly promoted branches. To earn 20% commission on team sales on your Central Branch and 18% on your Central District, and up to 8% on your Total District, to a maximum of 6 generations, you will need to reach the minimum requirements above, plus grow your Central District a minimum of \$1.00 or more compared to the same month in the previous year.

Royal Ambassador Earn 16% commission on team sales on your Central Branch and 14% on your Central District, and up to 7% on your Total District, to a maximum of 6 generations, when you meet your monthly minimum Central Branch Requirements, plus a minimum of 26 directly promoted branches. To earn 22% commission on team sales on your Central Branch and 20% on your Central District, and up to 10% on your Total District, 7+ generations, you will need to reach the minimum requirements above, plus grow your Central District a minimum of \$1.00 or more compared to the same month in the previous year.

To see all rules applicable to Consultants & Leaders of JAFRA Cosmetics USA, scan the QR code. Please submit inquiries by email to jafracares@jafra.com



OUR STORY

BELIEVE IN BEAUTIFUL POSSIBILITIES

For more than 70 years we have been here to make your best even better, your community larger, your smile a little brighter, and your journey unforgettable. As Jan Day, JAFRA's founder said, we believe that ***"you have the right to grow, to change, to strive, to reach for any goal without limit."***

SCIENTIFIC INNOVATION NEVER STOPS

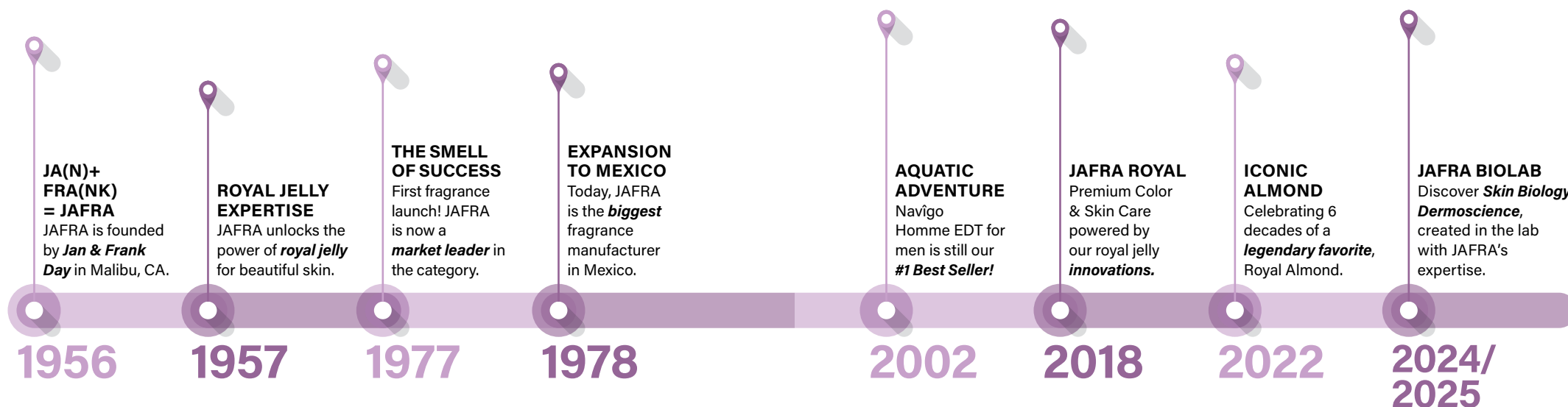
Since our first royal jelly breakthrough, JAFRA continues to harness the power of cutting-edge research and technology. Our motivation is your well-being and we keep working towards that goal by creating products that meet the highest industry standards. By adding How2Recycle® labels to our packaging, we strive to take the guesswork out of recycling.

JAFRA does not test its products on animals.



At JAFRA, our skincare journey began in 1957 with the launch of our iconic Royal Jelly, and we've been leading the way ever since. Decades later, we're still innovating—giving our beloved Royal Jelly line a bold new look, sleek and improved packaging, and introducing an exciting new eye cream formula designed to deliver even more powerful results.

The legacy continues... and it just keeps getting better!





Glossary

Active Consultant Status: A Consultant is considered Active if they have placed a Retail Order within the last 4 consecutive calendar months. To maintain an active JAFRA Consultant account, Consultants must place at least 1 retail order within a 12-month period. If no retail order is placed within 12 months, your status will change to Former, and you will need to re-enroll to access Consultant discounts.

Central Branch: A Team Leader's entire group of personally direct or indirectly sponsored Consultants who have not become a Team Leader or higher.

Central District: Your direct Leaders who have a Central Branch of their own, plus your Central Branch.

Commission on Personal Retail Sales: As a JAFRA Consultant, you earn a commission up to 50% by selling JAFRA products to clients at retail price, while purchasing them at the wholesale price. New Consultants must sign JAFRA's Independent Consultant Agreement. All Consultants are required to adhere to the terms and policies outlined in this agreement, which is signed electronically during the online enrollment process.

Consistent Qualified Consultant: Consultant with Personal Retail Sales of at least \$200 each month for the prior 3 consecutive months.

Direct Consultant: A Consultant that was directly sponsored by another Consultant.

Indirect Branch: A group promoted by a direct or indirect Leader.

Indirect Consultant: Consultants who are Sponsored by your Direct Consultants, as well as any Consultants Sponsored by your Indirect Consultants.

New Consultant: A Consultant, in their first month, who joined JAFRA with the purchase of a Business Kit through the JAFRA.com New Consultant enrollment process and has agreed to the terms of the New Consultant Agreement and JAFRA Policies and Procedures.

Ordering Consultant: A Consultant who has purchased any amount of Retail in the current month.

Qualified New Consultant: A New Consultant who reaches \$200 or more in Personal Retail Sales in the month they join.

Qualified Ordering Consultant: Consultant with Personal Retail Sales of at least \$200 in the month.

Retail Sales: The amount before the Consultant's personal discount percentage has been applied.

Sponsor: The action of a Consultant inviting another person to join JAFRA as an Independent Consultant including agreeing to the terms of the New Consultant Agreement and JAFRA Policies and Procedures.

Sponsoring Consultant: A Consultant who directly sponsors 1 or more Qualified New Consultants in the month (evaluated monthly).

Sponsoring Leader: A Consultant with a Leader title who directly sponsors 1 or more Qualified New Consultants in the month (evaluated monthly).

Total District: In addition to your Central Branch and Central District, it includes your Direct & Indirect Leaders who have a Central Branch of their own. They are your Generation 2 and beyond.

VIP Consultant: A Consultant who has \$400 or more in retail sales each month, for 3 or more consecutive months.

Wholesale Sales: The sales amount after the Consultant's personal discount percentage has been applied.



Ready to take your business to the next level? This guide is designed with YOU in mind – enjoy competitive rewards, accelerated growth, and a clear path to extraordinary opportunities!

HIGHER DISCOUNTS & COMMISSIONS

JAFRA CONSULTANTS

50% discount on personal retail sales	SPONSORING LEADERS Have 1 Directly Sponsored Qualified New Consultant, with \$200 or more in personal retail sales, in the previous month.
	OR VIP CONSULTANTS Have personal retail sales of \$400 or more, each month, for 3 consecutive months to become a VIP.
45% discount on personal retail sales	SPONSORING CONSULTANTS Have 1 Directly Sponsored Qualified New Consultant, with \$200 or more in personal retail sales, in the previous month.
	OR CONSISTENT QUALIFIED CONSULTANTS Have \$200 or more in personal retail sales each month for the last 3 consecutive months.
40% discount on personal retail sales	Base discount for Consultants & Leaders, who have not yet reached VIP, sponsored someone in the previous month, or do not have consistent personal retail sales of \$200 or more for 3 consecutive months.

NEW CONSULTANTS

45%	NEW CONSULTANTS Receive a 45% discount on personal retail sales in your first 3 months.
Plus, New Consultants can unlock 50% Off—Month After Month! Earn a 50% discount each month by reaching \$400 in personal retail sales the month before. See page 5 for details.	

JOIN THE VIP CLUB To enjoy exclusive rewards, early product drops, and a 50% discount! See page 8 for details.

HERE'S HOW:

- Months 1–3: Reach \$400 in retail sales each month to earn up to 45% off.
- Month 4: You're a JAFRA VIP—enjoy 50% off!

Generating sales compensation as a JAFRA Consultant requires time, effort, and dedication. Your success will also be influenced by your skills, talents, and leadership abilities. Please note that financial success is not guaranteed, and results may vary significantly among participants.

INCREASED EARNINGS

Grow your team, level up to leadership, and earn on their sales too. Plus, qualify for car bonuses, life insurance, training retreats, incentive trips and more!

	TEAM LEADER	SUPERVISOR	GOLD SUPERVISOR	DIRECTOR	GOLD DIRECTOR	AMBASSADOR	GOLD AMBASSADOR	ROYAL AMBASSADOR
Direct Branches in Central District	0	1-3	4-6	7-9	10-14	15-19	20-25	26 or more
COMMISSION FOR ACTIVE LEADERS								
Central Branch Gen 0	8% or 12%	9% or 13%	10% or 15%	11% or 17%	13% or 18%	14% or 19%	15% or 20%	16% or 22%
Central District Gen 1		8% or 10%	9% or 11%	10% or 12%	11% or 14%	12% or 16%	13% or 18%	14% or 20%
Gen 2			2% or 4%	3% or 5%	4% or 6%	5% or 7%	6% or 8%	7% or 10%
Gen 3				2% or 3%	3% or 4%	4% or 5%	5% or 6%	6% or 8%
Gen 4					1% or 2%	2% or 3%	3% or 4%	4% or 5%
Gen 5						1% or 2%	2% or 3%	3% or 4%
Gen 6							1% or 2%	2% or 3%
Gen 7+								0% or 1%

This is a new compensation plan with updated requirements effective May 2025, therefore no statistics are available at this time. We will continue to collect data. All programs and rewards are subject to change with further notice. Commission percentages shown represent the minimum and maximum amounts that can be earned. The maximum amounts are contingent upon meeting the High Commission Requirements. To see rules applicable to JAFRA Consultants and Leaders in the United States of America visit JAFRA.com. Your Commission is calculated on your Team's Wholesale Sales multiplied by your achieved commission percentage.



NEW! JAFRA REWARDS POINTS

So many ways to earn points and treat yourself to something you love! Earn points for:

- Personal Sales Activity
- Building Teams
- Promoting New Leaders
- Becoming a New Leader
- Growing Your Group
- Your first 3 months as a New Consultant





**LOVE EVERYTHING
YOU'VE SEEN?**

**This is your
sign to join
JAFRA today!**

Talk to your JAFRA Consultant or
visit JAFRA.com and unlock endless
possibilities.

STEP 1 GET YOUR \$25 DISCOVERY KIT

Discover the beauty of
JAFRA with 4 best sellers
for an incredible value.
Plus, enjoy special offers,
free training, and your own
personalized website.



**STEP 2 CHECK OUT OUR OTHER JAFRA PRODUCTS AND ADD THEM
TO YOUR CART TO START YOUR JOURNEY WITH JAFRA**

**Enjoy FREE
SHIPPING
on your first
order!***



*Your first order is the purchase of your Discovery Kit and any other
products or optional Start My Way Packs you add to that order.



JAFRA



Great people

+

Great products

+

Great programs

=

SUCCESS!

Andres Campos

CEO BEFRA

Maria Gordon

CCO JAFRA Cosmetics

Everything you need to thrive is in your hands. JAFRA gives
you the power to shape your success and achieve your
dreams. At JAFRA, we believe **in the freedom to be you.**

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