

WHY I JOINED MONAT

I'm a stay at home mom of four kids under the age of six and here is why I joined MONAT:

- I was looking for something that was not kid-related, would challenge me intellectually, and have the potential for financial success
- I wanted to feel a part of the business world again (hello, college-degree being used to change diapers)
- I wanted inspiration to take better care of myself – my hair, my skin, my body, and my overall appearance
- Finally, I wanted to connect with past friends and meet new people

So MONAT checked a bunch of boxes for me and I loved the products, but I was still hesitant. Here is what changed my mind; I started getting compliments! I was using the products and my friends kept complimenting me on how my hair looked (and they had no idea I was doing anything different) – one of my friends actually said “you’re hair is so shiny, what are you using?” – it was as if it was scripted, I couldn’t believe it! But the final push came from my husband who encouraged me to give it a try...it is pretty low risk and what if it was everything I was looking for?!

Now that I’ve joined, holy cow, I love it!! I’m so grateful that my husband encouraged me to go for it! In my first month I exceeded my expectations for everything (including financially; I made three times what I was hoping to...in month one!) And if you’re thinking, this is just you...I’m not salesy, neither am I! This is WAY out of my comfort zone (I’m a former technology consultant and high school math teacher, no sales experience). But here is just one example of what happened in my first month...I gave samples to my Aunt who used it right before a trip to visit her long-time friend. Her friend immediately complimented her on her hair and wanted to try some herself. Her friend loved it so much she actually joined the company as well, simply based on how great my Aunt’s hair looked!

WHAT SETS MONAT APART

| How is MONAT different? | How is this beneficial |
|---|--|
| Everyone washes their hair & it's a consumable product | You can sell to anyone and it's already part of a monthly household budget. It's consumable they will need more on a regular basis → translates into repeat sales |
| Only direct sales hair care company & 1 in 2 people have issues with their hair/scalp | 1 st DS company to offer high-end, naturally based hair care products as our primary product offering. Not a bad place to be, especially because the hair care industry is a \$40 billion a year industry (projected to grow to \$59 billion over the next 3 years) |
| You can promote, sell to, or enroll salons and stylists | Salons and stylists know hair; they use and promote products regularly so they have the potential for high sales volumes |
| There are only 11 products & they are patent-pending | It's simple and it's specialized – only 11 products, but they are 11 revolutionary products that are patent-pending |
| Natural products & independent clinical studies | MONAT products do NOT contain: parabens, sulfates, DEA/MEA, phthalates, PEG, Phenxyethanol, Ethanol, Petrochemicals, Glutens, Sodium Chloride, harsh Salt Systems, harmful colors, or harmful fragrances In addition, MONAT products are made in the USA (Miami), non-GMO, vegan, gluten-free, and cruelty-free. They are safe to use on all hair types, colored or chemically treated hair and hair extensions, and helps to extend the life of hair color. All products boost natural hair growth, improve follicle strength, and reduce thinning proven by independent clinical studies. |

PRODUCT OVERVIEW

MONAT stands for MODern NATure and is pronounced MAW-NATE. It is a naturally-based age prevention haircare system. It is clinically proven to provide visibly longer, fuller, stronger, younger-looking hair in 90 days. Guaranteed! The products are made in the USA, do not use any harsh chemicals (no parabens, sulfates, phthalates, etc.), they are non-GMO, vegan, and not tested on animals. It is safe to use on all hair types, colored or chemically treated hair and hair extensions, and helps to extend the life of hair color. All products are infused with our signature Rejuveniqe Oil and boost natural hair growth, improve follicle strength, and reduce thinning. Note that the men’s system is not just for men; women with thinning hair have had incredible results!

| System | Products |
|---|---|
| REJUVENIQE OIL | 1. Rejuveniqe Oil Intensive Referred to as ‘liquid gold’. It features the exclusive ingredient Abyssinian oil, which independent clinical studies show superior results when compared to Argan oil. With it’s unique combination of 11+ molecular structured ingredients, it mimics the body’s own natural oils to visibly replenish and repair with instant as well as long-term age-prevention benefits for both hair and skin. It reduces hair thinning, prevents oxidative stress, adds volume, and repairs the hair leaving it visible stronger and shinier. Rejuveniqe oil is infused in all of the products. |
| VOLUME SYSTEM (for thin hair, fine hair) | 2. Revive Shampoo 3. Revitalize Conditioner 4. Reshape Root Lifter – alcohol-free amplifying spray that enhances lift at the root for long-lasting, high impact volume; prevents damage caused by heat styling; increases shine; helps extend life of hair color |
| BALANCE SYSTEM (for thick, coarse hair) | 5. Renew Shampoo 6. Restore Leave-In Conditioner 7. Replenish Masque – infuses vital nutrients to help eliminate frizz and reduce split ends; ideal for damaged or moisture-starved hair |
| MEN’S SYSTEM (for thinning hair – <i>NOT JUST FOR MEN</i>) | 8. Men’s 2-in-1 Shampoo & Conditioner 9. Intense Repair Treatment – leave-in treatment that helps stimulate and boost natural growth for thicker and fuller hair; penetrates deeper to improve tissue rebuilding *this is the key re-growth product * |
| STYLING PRODUCTS (help strengthen hair while styling) | 10. Refinish Control Hairspray – non-sticky, no build up, eco-friendly (net-zero climate impact, non-flammable, ozone safe, non-toxic propellant) 11. Restyle Instant Sculpting Taffy – mold, spike, twist, add volume, get that piece-y textured look, so many option |

Our products have been scientifically proven, and verified by independent clinical studies, to increase hair growth, replace hair loss, protect hair from environmental toxins, and maintain a youthful appearance. We are fortunate to have renowned chemist, Jamie Ross, on our Executive Team, as well as our very own FDA approved manufacturing facility in Miami, FL. This means that we can oversee and control exactly what goes into each product we produce. We are transparent about our products regarding what ingredients we use and what we will not. Our products are competitively priced, when compared with other high-end boutique and retail brands.

Chairman Luis Urdaneta, believes that “To be truly successful, you need to invest in the success of those around you; by helping others achieve success, you will achieve success yourself.”

The Urdaneta Family has a track record of success and integrity. They have surrounded themselves with Direct Selling professionals who hold over a hundred years of combined experience. The individuals who support MONAT MPs, which is everyone at the home office, are passionate about what we do!

MONAT MARKET PARTNERS

If you decide to join me as a Market Partner, here is what that means...costs, benefits, perks, commissions, etc.

To join MONAT it costs \$99 and here is what you get for that \$99:

- Starter Kit – contains exactly what you need to start your business immediately (40 product samples, product catalog, price lists, brochures, etc.)
- Personal website (such as koristack.myMONAT.com) so customers can shop with you 24/7
- Back office support and training through webinars, conference calls, and closed FB networking groups
- 30% off products
- Compensated for sharing the products (up to 40% of sales; paid weekly) and bonuses (paid monthly)
- (*Optional*) *Product packs* – you will have the option for 30 days to buy a product pack (not required); there are two options the business pack for \$299 (38% discount) or the success pack for \$399 (45% discount)

Other things to be aware of:

- \$19.99 annual fee to be a Market Partner; no other fees unless you want Back Office ‘Pro’ (‘Basic’ is free)
- There is no sales quota to remain a MP, and you will always be paid on your retail or VIP customers; however, in order to be paid for your downline (MPs below you), you have to be active for that month – to be active you need \$200 PV (personal volume), so sales from retail customers, VIPs, or you personally

1. THREE OPTIONS FOR CUSTOMERS & YOUR SALES COMMISSIONS

There are three ways for customers to buy products: as a retail customer, VIP customer, joining as Market Partner.

| Task | Details |
|--------------------------------|--|
| 1. RETAIL CUSTOMER | <p>These are your personal customers paying full retail price</p> <p>Market Partners earn 30% sales commissions (can increase this amount up to 40% based on sales PV bonuses)</p> |
| 2. VIP CUSTOMER | <p>These are your personal customers who enroll in the VIP program:</p> <ul style="list-style-type: none"> - costs \$19.99 annually - receive 15% discount & free shipping - \$84 minimum order - must enroll in auto-ship (can change date, skip, or cancel after 1st delivery) - eligible for special promotions and contests - every 3rd VIP they sign up they get a \$84 credit as a thank you <p>Market Partners earn 15% sales commissions (can increase this amount up to 25% based on sales PV bonuses)</p> |
| 3. MONAT MARKET PARTNER | <p>Join for \$99 and get a 30% discount; if they decide to share MONAT, this is one of the best compensation programs in the industry.</p> <p>Compensation is described in more detail throughout.</p> |

2. FAST START BONUSES: \$100-\$150

There are various bonuses available when you first join to get you off to a great start and better yet, these are paid weekly! Your Fast Start period includes the month that you join and following month.

For example, if you join on August 5th:

Fast Start Period: August 5th through September 30th

First Full Month: September

Fast Start Bonus (throughout your Fast Start period):

\$100 for enrolling a new Market Partner with a Business Product Pack (the \$299 pack)

\$120 for enrolling a new Market Partner with a Success Product Pack (the \$399 pack)

Fast Builder Bonus (one-time bonus if reached during your Fast Start period):

\$150 for enrolling 3 new Market Partners each with either Product Pack; one-time bonus

If you join with the \$399 product pack and get 3 others to do the same (me+3) you would earn \$660 in your first month *just in bonuses!!*

3. RANK ADVANCEMENT BONUSES: UP TO \$20,000 (\$150-\$500 matching)

MONAT offers various bonuses for rank advancement starting with \$150 for MMP (Managing Market Partner) all the way up to \$20,000 for Senior Executive Director. In addition to that, MONAT rewards you for playing a role in the success of your team. This means that if someone that you personally sponsor rank advances then you will receive a matching bonus (through Managing Market Builder, which is a \$500 bonus). So, for example, for every personally sponsored MP that reaches MMP, you will get a \$150 matching advancement bonus!!

The first 'sweet spot' at MONAT is to rank advance to MMP (Managing Market Partner).

You get \$150 bonus if you reach this in your first 3 full months

Using the example above, if you joined on August 5th you would have until the end of November to earn the bonus

1st full month = End of September ~ 2nd full month = End of October ~ 3rd full month = End of November

In order to reach MMP you will need the following:

\$300 PV ~ 2 Active Lines ~ \$1200 GV

\$300 PV – this is Personal Volume, meaning any sales via retail customer, VIP customer, or you personally. This sounds like a lot, but if you buy the \$399 product pack you get your \$300 PV right there or if you sell 3 systems that would be \$300 PV.

2 Active Lines – as discussed above to be considered 'active' a person must have \$200 PV for the month, the nice thing about this is that it does not have to be someone that you personally sponsored. Think of this as strings of Christmas lights; a new strand for each person you personally sponsored...if there is a light lit anywhere on that strand, it counts! So you need at least one light from 2 separate strands! We are LUCKY, most companies don't let you count anyone other than personally sponsored!

\$1200 GV – this is Group Volume, meaning the volume from you and your entire downline. Again, this sounds like a lot, but it's not really...your \$300 PV counts and so does the \$400 from your two active lines, that's \$700 right there! So you only need \$500 from your ENTIRE downline, even if they are not active, meaning if someone sells one system for \$100 they will not be active, but their \$100 still counts towards your GV.

4. BUSINESS BUILDER BONUSES: \$150-\$350+

This is what you will hear referred to at MONAT as 3+1 or 3+3. These are consistency bonuses. Let me explain!

3+1 completed two months in a row = \$150

This means enrolling 3 new VIP customers + 1 new Market Partner with either Product Pack

3+3 completed two months in a row = \$350

This means enrolling 3 new VIP customers + 3 new Market Partners with either Product Pack

And, these bonuses can be doubled...so if you get 6+6 completed two months in a row = \$700

Plus, if you complete one of these and have two MPs under you complete the same, you earn a \$350-\$650 bonus

5. BUILDING YOUR TEAM

As you start to build your team, also referred to as your downline, it can mean even greater earnings for you! Building your team is the key to growing your business. As Chairman Luis Urdaneta, has said, "To be truly successful, you need to invest in the success of those around you; by helping others achieve success, you will achieve success yourself."

You will earn 7% to 12% sales commission on your personally sponsored team. Plus, for the first 3 months of a newly enrolled MP you will earn an additional 5% commissions as a Network Bonus. This can really add up as you start growing! Plus growing your team will increase your GV, earning you more bonuses and advancements!

6. QUARTERLY CONSISTENCY POOL: \$1,000+

Quarterly Consistency Pool:

The Quarterly Consistency Pool is a profit sharing opportunity that begins when the company reaches \$400,000 commissionable volume for the quarter. You will earn shares of this pool as you reach Associate Market Mentor and higher.

You can read the compensation plan for full details, as I have simplified it here for our purposes.

HOW DO WE SELL?

MONAT Market Partners use Social Selling (or Social Marketing) to sell the products. Basically, this means SHARING your experience about products you love in a social environment. This could be over a glass of wine while chatting with a friend or at an informal social gathering with several friends. We know that Social Media platforms are excellent vehicles to SHARE about the products you love; that's why MONAT and our MPs use Facebook, Twitter, YouTube, Instagram, and Pinterest to help the SHARE the products. MONAT's business model is NOT one that used parties to sell products, but that doesn't mean you can't if this is something that you enjoy. In addition, salon's and/or stylists are a great market to target. This IS their business and a great opportunity for them to profit even when they don't have scissors in their hands (plus it can be a great pseudo retirement plan as most stylists don't have traditional retirement plans). There are so many options and avenues!

YOUR CHOICE

With MONAT, you get to decide the income you want to make, based on the time you can work and what you want out of your business. There are plenty of options, but the choice is always going to be yours!

Some people join us for gain financial flexibility in their family. Whether you want to stay at home to see your kids experience those once-in-a-lifetime milestones, or save for their college education – this type of business can afford you that luxury. You could work a minimal amount to pay for those extra's in the budget – for you, this could mean helping to pay for kids sports, attending sporting events with your favorite person, eating out, or special shopping budget. Or you could work more and pay for a lifestyle upgrade, which could be an awesome family vacation, a new car payment, or home improvements. There is also a path to make or replace career-level income. We offer uncapped earning potential; there are no glass ceilings here. There really is flexibility for our Market Partners to work at the level you want. You get to pick the plan and the pace that work with your speed of life to help you accomplish your goals!

At MONAT we are all about choices:

You could choose to jump in right now and join us on this amazing venture!

OR, you can choose to wait and see, and that's fine too if you're just not sure. This truly is a ground floor opportunity and we expect it to grow quickly! So take your time and think about it.

OR, if Market Partner is not for you, then another choice is to become a MONAT customer! We have a great VIP program (as mentioned above) that gives you a 15% discounts and for every 3rd person you refer you will get \$84 credit!!

BEFORE AND AFTERS: ME and MY HUSBAND 😊

Here are the before and afters of my husband and I!

Mine: First set is after one use and doesn't show the shine and softness! The second picture is after I used MONAT for 60 days (no styling products were used in the picture)!

My husband: Re-growth after only 9 days using the intense repair treatment!



MEN
TREATMENT SYSTEM
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