

GUIDELINES FOR CONSULTANTS

in the Dr. Rath Health Alliance – Valid from 1st March 2019 –

The most important key points at a glance

As a consultant for the Dr. Rath Cellular Nutrient Program, you will assume an important role in the Dr. Rath Health Alliance. You will inspire other people to take part in our work and contribute to the long-term growth of the Health Alliance. We, the team from Heerlen, support you in this effort and ensure that the tasks and goals of the Dr. Rath Health Alliance can be jointly implemented.

In order to work as a consultant it is important to gain your own experience with our Cellular Nutrient Program as well as basic knowledge about the work of the Dr. Rath Health Alliance and the principles of cellular medicine.

I. Becoming a consultant in three steps

With the following simple steps every customer/user can become a consultant:

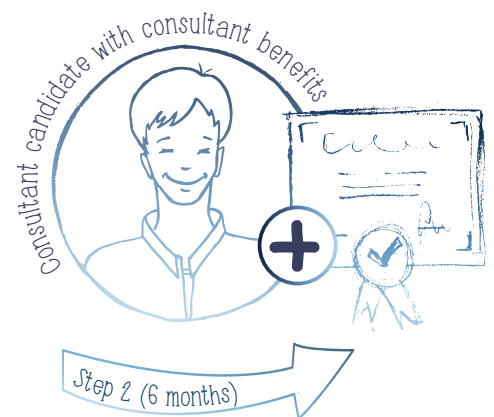
- a. **User:** The first step is the use of the Dr. Rath Cellular Nutrient Formulas. This allows you to gain your own experience of the quality and efficacy of our formulas.
- b. **Consultant candidate:** If, as a user, you are convinced of the efficacy of our formulas and would like to pass this experience on, you proceed with the second step, the completion of the "Cellular Medicine Foundation Course" (<https://www.dr-rath-health-alliance.org/en/basic-course>). This course instils a basic understanding of the importance of micronutrients and the consequences of a deficiency.



By successfully completing the Foundation Course you will qualify as a consultant candidate. You thereby demonstrate your intent to become involved in the Dr. Rath Health Alliance as a consultant. We reward this intention with our trust, giving you the benefits of a consultant. These include discounts of 10% on your own orders.

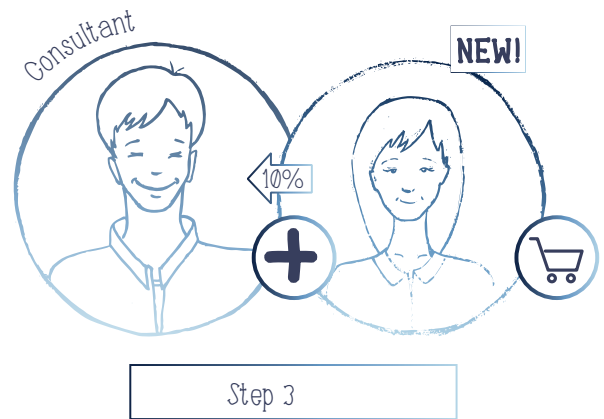
We think that half a year is a good period of time to decide whether you want to take the next step and progress from the status of consultant candidate to active consultant for cellular medicine. We therefore grant you a period of up to 6 months after completion of the Foundation Course to make a decision.

- c. **Consultant status:** As a consultant candidate, you can progress to the position of an active consultant by recruiting a new customer who orders products from the Dr. Rath Cellular Nutrient Program. A minimum order value on the part of the new customer is not required. The membership application form can be downloaded from <https://shop.dr-rath.com/en-us/downloads>.



If there is no change to active membership as a consultant within the 6-month candidate phase, you will lose the advantages of a candidate (10% discount on personal orders).

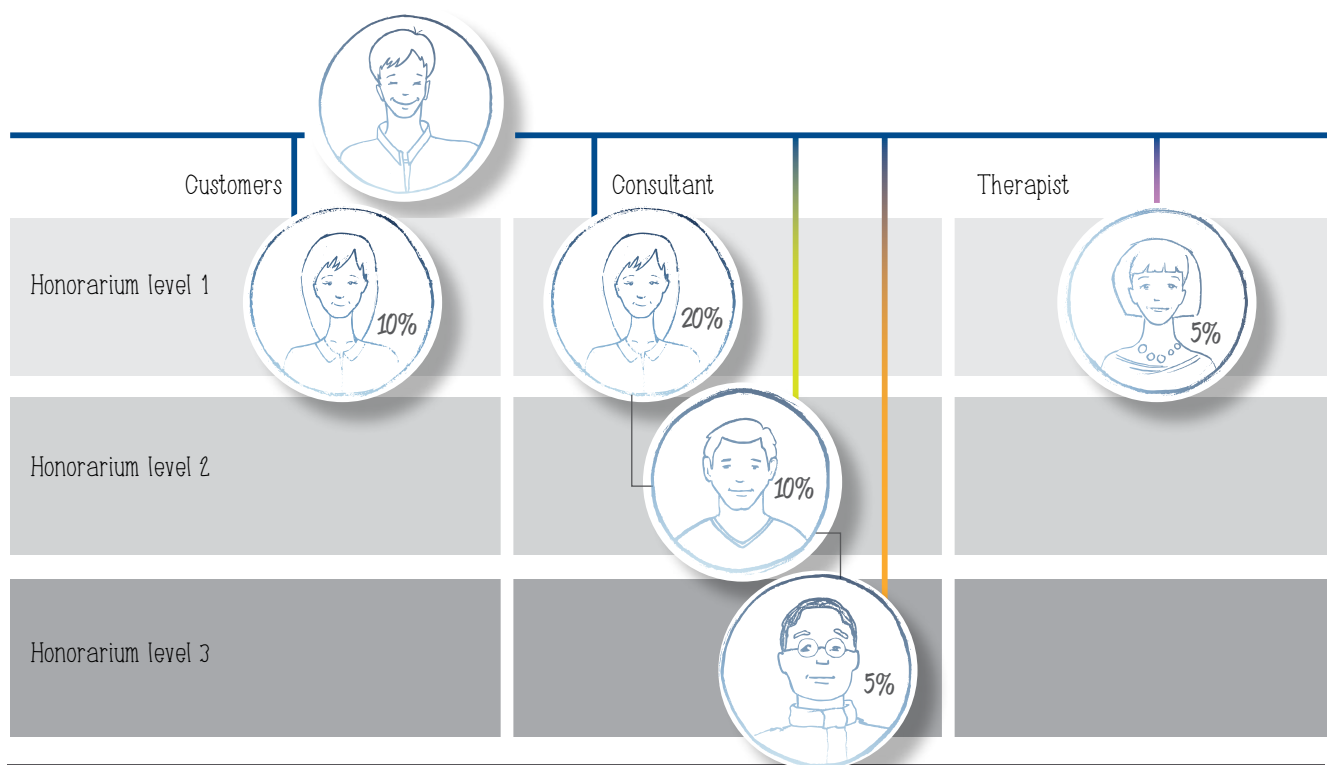
If, as a consultant candidate, you win a new customer at a later point in time (after expiry of the 6-month candidate phase), then you move up directly to the position of a consultant without having to complete the Foundation Course again.



II. Remuneration for your consulting activities

In addition to the advantages of a consultant, such as direct discounts on personal orders and access to scientific information, we reward the commitment of a consultant with an honorarium.

a. Honorarium levels: Your honorarium as a consultant is calculated on the basis of orders from customers that you have introduced to the Cellular Nutrient formulas, on orders from the consultants you have supervised and on orders from therapists (HPCM members). The following graphic gives you an overview of the percentage calculation of the honorarium. Further details can be found in the Guidelines of our Health Alliance.



Income opportunities as an active consultant within the framework of our Health Alliance

Orders from customers you have recruited as consultants will be rewarded with 10% of the order value. Customers who have themselves qualified - with your help - as consultants will be placed in a "downline" below you in our honorarium system. You receive a 20% honorarium on the orders taken by consultants who are in direct contact with you (level 1).

You receive 10% (level 2) of the order value of consultants who are recruited by the consultants directly supervised by you. From the next level (level 3) you receive 5%. Our honorarium system is limited to these three levels to encourage consultants to get to know each other - and to protect our Alliance from abuse.

If you recruit a therapist (doctor, alternative practitioner, etc.) from your area to work as an active consultant in our Alliance, you will receive 5% of the order value of this therapist without him or her having to pass a special qualification. Further information about our network of therapists can be found on our website www.HPCM.org.

- b. **Income opportunities:** Activities within the Dr. Rath Health Alliance allow you to receive a total of up to €10,000.00 per month. This is to enable particularly committed consultants to build up a professional mainstay in the field of natural health.

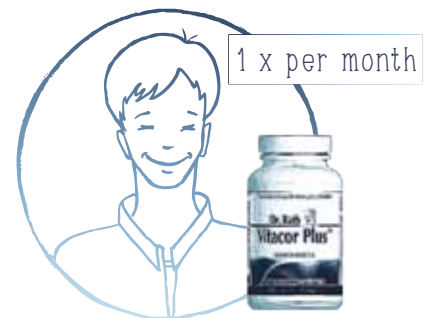


III. What should I do to achieve the status of a consultant?

Membership in the Dr. Rath Health Alliance is linked to numerous advantages and opportunities that serve your own health and offer you prospects for an attractive additional income. However, membership also involves the responsibility to help ensure that our consultancy and honorarium system can continue to exist in the long term and is protected from abuse.

a. **Activity Protection Measure:**

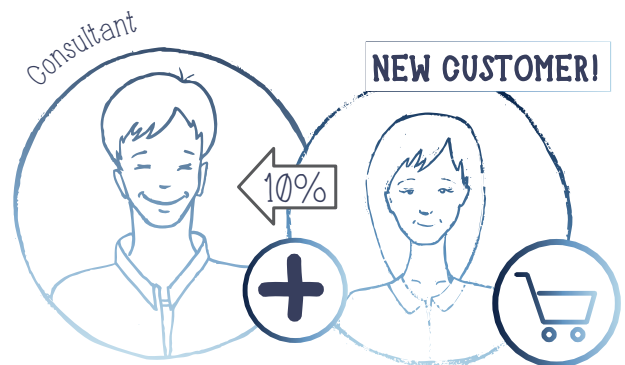
We assume that consultants for the Dr. Rath Cellular Nutrient Program use the formulas for their own benefit. The basic requirement for the opportunity to earn money as a consultant is therefore that you are a regular user of the Dr. Rath Cellular Nutrient Program. In order to maintain your entitlement to honorariums, you must once a month purchase products with a value equivalent to the basic formula Vitacor Plus™.



b. **Proof of Activity:**

In order to maintain your status as a consultant - and thus as a recipient of honorariums - you must also recruit at least one new customer for our Alliance per calendar year.

If you, as a consultant, do not succeed in recruiting one new customer within one year, you will switch back to the position of consultant candidate. The benefits as a consultant (e.g. 10% instant discount on own orders; income opportunities) will then be forfeited. If, however, a new customer is recruited at a later time, you, as a downgraded consultant candidate, accede once more to the position of an active consultant with the entitlement to honorariums.



c. **Exemption for "Honorary Members":**

Many of our existing consultants have rendered outstanding services to our Alliance in recent years. For this reason, these consultants are not required to acquire new customers each year. This exemption applies to consultants who have been members of the Dr. Rath Health Alliance for at least 10 years and who are 65 years or older.

1 x per year

We thereby express our thanks to, and appreciation of, these "honorary members" for their commitment.

IV. What can I do if I would like to retire?

The current position within the consultancy structure can be transferred to a family member or life partner. In this way, we want to ensure that the health knowledge accumulated by long-serving consultants is not lost, but can continue to bear fruit in future generations. At the same time, we assure the further development of our Health Alliance as a whole.

a. Successor *without* consultant status:

If the appointed successor has not yet registered as a consultant by the time the succession takes effect, they must – understandably – provide evidence of having worked together as consultants.

b. Successors *with* consultant status:

Successors who are already consultants and have their own consultant number will take over the present position of their predecessor. In addition to their own position and consultant number, this position will be continued under a second consultant number.



Our information materials help you to acquaint yourself with cellular medicine and our formulas and to educate yourself. You will quickly recognize the extensive and purposeful possibilities to use our health products. You will probably also become aware of how many people you can address and support in your personal environment.

We are looking forward to working with you.

Your Dr. Rath Health Alliance team

The complete guidelines for consultants of the Dr. Rath Health Alliance (as of March 1, 2019) are available online at <https://shop.dr-rath.com/en-us/downloads> or as a PDF file.