



Organic & Natural Enterprise Group Pty Ltd

Overview

A Multi-Channel Enterprise



PRODUCTS OF UNRIVALLED PURITY



IN A BOOMING, ETHICAL INDUSTRY
MARKETED THROUGH A UNIQUE AND VERSATILE BUSINESS MODEL



your multi-channel enterprise



Organic & Natural Enterprise Group Pty Ltd

Naturally Better™

VISION STATEMENT

To be an outstanding enterprise of inspiration, conviction and integrity that is a force for change towards ethical and ecological business practices, while making a positive difference in the lives of our representatives, customers, employees and their families throughout the world.

MISSION STATEMENT

To offer an innovative product range of unrivalled purity and effectiveness, combined with an ethical, unique and versatile business model that rewards all those associated with us through a financially stable, soundly managed company.

THE ONE GROUP LOGO

Our logo incorporates our Company Symbol, the Bodhi Leaf.

The Asiatic fig is known as the Bodhi Tree (bodhi = being awake, enlightened, supreme knowledge) or *ficus religiosa* – Latin for sacred fig.

The simplicity of a single leaf resonates with our philosophy of minimal processing and cold formulation of our ingredients – a true legacy of the beautiful colours and fragrances nature has provided in the plant kingdom and the healing properties that are hidden within. Importantly, the leaf compliments our message of Certified Organic.

The almost heart-shaped profile of the Bodhi leaf has symbolic parallels with love, truth and happiness.

The leaf also symbolises enlightened business practice and vision to ONE Group. Not only are we seeking better products, we are seeking a business model and business practices that retain their “organic” standards, are consistent with environmentally sustainable principles and add value to our community and to all people associated with our company.



THE ONE GROUP BRANDS

The ONE Group products are identified by three brands, Miessence, MiVitality and MiEnviron.

The Miessence brand is associated with our wonderful skin care, hair care, body care and cosmetic products and includes two labels that comply with international organic labelling requirements.

- Miessence “certified organics” products contain between 95%-100% certified organic ingredients and no synthetic chemicals.



- Miessence “organics” products contain less than 95% certified organic ingredients, that is, more than 5% non-agricultural ingredients. i.e. sodium bicarbonate, clay, mineral pigments – however these products still have extremely strict processing criteria.



The MiVitality brand currently consists of our amazing probiotic – In-Liven. The MiVitality brand will encompass all of ONE Group’s internal health-related products, which are currently being developed.



The MiEnviron brand incorporates our existing household products, Buzz Free Zone Personal Spray and the Rainforest Air Freshener. ONE Group’s long-term plans include many “world’s first” household and general environmental-related products that are currently being researched and developed.



COMPANY DIRECTORS

Narelle Chenery



Narelle is at the forefront of product research and development, creating what most proclaimed impossible, a certified organic range of skin care products.

“Education is the key to empowering consumers to see through the ‘green-wash’ of slick product marketing to recognise products for what they really are. Misleading labels and clever advertising relating to organic content often mask the use of potentially toxic ingredients, which seriously undermine the integrity of the organic claim.”

John Hunter



John has more than 20 years of successful international corporate management in the Network Marketing Industry.

“We are committed to providing only certified organic products and our compensation plan is being recognised as an industry leader with all the necessary elements to encourage activity and reward true effort. Our Multi-Channel approach also includes Retail, Health & Beauty Professionals as well as Fundraising.”

Alf Orpen



Alf has 20 years’ extensive business experience in the organic industry throughout the USA, UK, South-East Asia and Japan.

“It is a common cry of many scientists and economists that within the next 20 years we must implement a strategy to create an ecologically sustainable world and business is the most powerful vehicle to expedite that outcome. The ONE Group business model is a dynamic way to create positive change while building a business.”



THE ORGANIC MOVEMENT

The organic movement began at the same time as industrialised agriculture. It evolved through the '50s and '60s with the launch of such books as *Silent Spring* by Rachel Carson, which exposed the toxic effects of pesticides, through what is now termed bio-magnification. A process whereby synthetic chemicals used in agriculture magnify (increase in concentration) through the food-chain.

During the '70s, the development of the organic market was stimulated by growing consumer interest in health and nutrition, as well as the increasing importance of preserving the natural environment. More recently the movement has been given significant impetus by events such as outbreaks of Bovine Spongiform Encephalopathy (BSE or Mad Cow Disease), and the controversy surrounding Genetically Modified Organisms (GMOs), which have motivated people to search for healthy alternatives.

BOOMING, ETHICAL INDUSTRY

The organic industry has achieved compounded growth of 23% pa for seven consecutive years, while the natural and organic cosmetic sector grew by a massive 39% in 2001 alone. ONE Group leads the world in skin care by successfully developing the Miessence range, the world's first and currently only fully certified organic skin and body care products to food standards.

Recent market research has shown that consumer demand for organics is growing rapidly worldwide.

ONE Group, through its cutting-edge research and development, intends to progressively release dynamic, healthy, first-to-market innovations in the organic sector.

Globally, sales in the personal care market, including natural personal care, reached USD\$122 billion in 2000 and are growing at 1.6% per annum. In the USA, the entire Health and Beauty Care market is almost USD\$40 billion and is expecting 3.4% annual growth.

In contrast, the trend towards natural ingredients is running through every segment of personal care, with sales in the USA in this area reaching USD\$1.56 billion in 2001 and growing at 10%. This segment is expected to grow 6%-7% annually over the next few years.

USA

Consumer sales of organic products in the US reached US\$5.6 billion in 2000, a rise of 19% from 1999. If this annual growth is sustained (and there is no indication it will not as sales in 2001 reached US\$9.4 billion) the organic segment will be worth between US\$13 – US\$18 billion by 2005.

EUROPE

Research across seven European countries found that organic spending would nearly double over the next five years. By 2006, 58% of European consumers will choose to use organic products. During 2000, 29 million people in the UK said they had consumed organic food, a figure that represents almost half the population. There are 142 million consumers of organic food in Europe, showing that organic food has hit mainstream after many years in "alternative" niche markets.

The UK, which had organic sales of GBP 605 million in 2000 and now exceeds GBP 1 billion, will continue to be a key market.

JAPAN

The Japanese are the largest per capita consumers of organics in the world and are substantial importers of organic consumer products. Japan had a national market value of US\$1.5 billion in 1998 and has a current estimated value of US\$3.2 billion. Currently, the majority of organic products in Japan are distributed through a "tei-kei" arrangement, which is a type of cooperative.

Market 2001	Retail sales	Current growth rate
USA	US\$9.4 billion	19%
Europe	US\$9.2 billion	22% (UK 2001, 40% growth to US\$0.8 billion)
Oceania*	US\$9.0 billion	21% (Japan 2001, 21% growth to US\$3.2 billion)

* North & South-East Asia, Australia and New Zealand

Currently worldwide organic sales exceed US\$50 billion per year and ONE Group plans to capture a significant share of this booming organic market over the next three years.



“ Having a close affinity and love for nature and its beauty, as well as a passion for seeing people fulfil their highest potential, it was natural for me to choose ONE Group to work with. I am moved and inspired by the sincerity and vision of the Company Directors and am grateful for the quality of people that are joining ONE Group, who also share an enthusiasm for truth and health. Together, we are making a positive contribution in the world. The win/win Multi-Channel Enterprise model truly allows each person to serve and prosper in their own unique way.

– Alora Waldron
Senior Executive



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REVOLUTIONARY PRODUCTS

The world's first certified organic skin, body, hair, oral and health care.

Legal requirements are being implemented internationally for organic products, which creates an exciting window of opportunity for ONE Group Representatives.

Developed in Australia, the ONE Group range of products is independently certified by Australian Certified Organic (ACO) to the highest international food standards.

From 21st October 2002, following a United States Department of Agriculture (USDA) ruling, ONE Group has the first skin care range that meets the USDA requirements for organic food products.

In 2002, ONE Group was awarded an Australian Federal Government grant to develop the world's first organic colour cosmetics.

The Intellectual Property for all skin, hair, body, oral care and cosmetic products is owned by ONE Group, and the entire Miessence range is produced in-house.

Certified organic products that contain absolutely no synthetic chemicals are exactly what today's health-conscious consumers are seeking.



I adore this Company with an absolute passion! I have only been working (well having fun actually) with my new business since May 2003 and I am already ahead of my goals. Because ONE Group is ahead of the wave with its innovative products and compensation plan, people are seeing the potential and wanting to help spread the message with great excitement. The Founders of the Company have the highest integrity and the products are nothing short of brilliant. The creative reward system is quite different from the old paradigm of network marketing, and allows almost anyone to move into a high-income bracket within a realistic time frame. Everyone wants to be happy, healthy, make his or her fortune and have plenty of time to enjoy life to the fullest. With ONE Group, not only can you do all that, but you can make an enormous difference to the planet by educating and introducing people to a healthier way of life. I look forward to getting up each day as I have a fulfilling purpose in helping people to rid their lives of chemical rubbish, become healthier and earn money at the same time. Awesome!

**- Wendy Bryan
Managing Executive**

A MULTI-CHANNEL ENTERPRISE

The ONE Group Multi-Channel Enterprise has been designed to incorporate the best elements of marketing and distribution, combining ALL forms of direct sales and traditional retailing channels with specific criteria for each.

Its foundation can be found in the Network Marketing model, which allows people the best opportunity to create wealth with their time and effort involving very little financial risk. A Multi-Channel Enterprise, however, goes much further, with special arrangements for Fundraising, Home Presentations, Retail and Health Professionals. Additionally, Retail Outlets are supported by our Independent Representatives through in-store promotional activities and the necessary margins they require to run their businesses. The wonderful part is that it is now evident that all these methods can co-exist and, in fact, flourish together.

HOME SHOPPING PRESENTATIONS

In the comfort of a home environment, a Representative can share the unique qualities of ONE Group's products AND it's exciting income opportunity with friends, family and associates.

ONE Group's Home Shopping Presentation system offers Representatives the opportunity to develop a business to suit their financial and lifestyle goals while providing good cash flow, with up to 30% of the retail price of each order, paid to the Representative as a Customer Bonus.

ONE Group's exclusive Host Gift, the **Ambrosia Essence**, with a retail value of AU\$89.95 (incl GST), can only be purchased if hosting a Home Shopping Presentation. Representatives purchase Ambrosia Essence at the subsidised price of only AU\$12.95 (incl GST).

The Ambrosia Essence is an extremely potent combination of eight highly effective herbal and flower extracts to soothe, tone and renew the skin. Extremely effective for stretch marks and

many skin conditions, this exclusive product is only available for home shopping hosts.

To enhance the professionalism of your Home Shopping Presentation strategy, ONE Group has created an Ambrosia Essence Flyer and Home Shopping invitations which are available to purchase on line at the www.onegrp.com website.

For more information please refer to www.onegrp.com website in the members section under Home Shopping Presentations, where you will find Guidelines, Price lists and Order forms. If you have any further questions please refer to your upline Sponsor or Executive or email homeshipping@onegrp.com



STRATEGIES FOR BUILDING YOUR ONE GROUP BUSINESS

There are a number of ways to build your ONE Group business. Choose strategies that work for you and that suit your time and budget. Your strategies should reflect your skills, existing networks and general situation.

Choose a maximum of three strategies. One of these should be central to your approach with the other two feeding into it. You should reassess your strategies after working them for 12 months.

1. TALK TO YOUR FAMILY & FRIENDS –

Be professional. This requires being organised, so writing a list of people who might be interested in the products and/or the business opportunity. When someone is not interested, DO NOT try to convince them, ask if they know someone who might be. The best way to do a presentation while you are still learning is to use your Upline or Sponsor in joint meetings or three way phone calls. Make sure that you leave a copy of the Organic & Natural Living paper or a copy of the ONE Group Overview with prospects.

2. 100 NEWSPAPER STRATEGY – Normal direct marketing generates a response of less than 0.2% if it is not specific. The response rate goes up substantially if targeted correctly, anything up to a 12% return has been achieved.

This is how it works. You strategically place 100 newspapers monthly in locations where people who relate to wellbeing frequent. Locations that promote health are a good start, gyms, health professional waiting rooms, places where mothers with young children visit etc.. You should ask permission of the Manager/Owner before leaving the publication anywhere. Always ask how many clients visit the location over a month. That will give you a guide as to how many papers to leave. Any calls you receive will be from people wanting more information, so your conversion rate will be

very high. Using this method, you are not selling they are buying!

3. GROUP MEETINGS – These might be held in conjunction with, or supported by, your sponsor as you learn the business and then later with those you have sponsored. Public talks have shown consistent returns for those who organise them. In fact, historically, 20% of people who attend these talks have become Representatives and it is not unusual that a further 30% of attendees become Preferred Customers. For this strategy to be successful you need to have people attend the meeting and you need to follow up those who participated. A PowerPoint presentation covering the main topics for a presentation can be downloaded from the Member's Area of the ONE Group website.

It is usual to have an attendance of 2-3% of the number of invitations you put out. That is, if you distribute 1,000 invitations, you can expect between 20 – 30 people to attend. Knowing this allows you to determine how big or small you want your presentation to be. NB: Invitations need to be targeted and not just placed in letterboxes.

4. ADVERTISING – If you choose to advertise in your local paper or magazine, school newsletter, childcare centre newsletter etc. please remember that all ads must be approved, by ONE Group, prior to publication. Send your request to advertising@onegrp.com.

Large or expensive ads are not necessarily better – the best results are generally achieved from ads of \$15 - \$150. Using key words and phrases such as "organic" "worlds first" "new to . . ." "Unique network marketing model" have the best results. Use your own creativity to create a great result!

5. STALLS & EXPOS – Larger expos or regular markets are treated like retail outlets and must be allocated. You can request them

from the Member's Area of the ONE Group website. Click on "Retail/Markets/Expos" then click on "Allocation Request". As with advertisements, don't assume that the more you spend the more you make.

The key to success in these activities is the number of quality leads you obtain. Running a "free raffle" will give a LOT of leads to follow up, however they may not really be interested in what you have to offer. You are much better obtaining qualified leads by asking the right questions. Do organic products appeal to you? Do you buy organics? Are you interested in a home-based business? Having good quality leads will generally produce a better result.

6. THE WEB – Build your business on line, through email and online advertising. You have two websites as soon as you join as a Representative, these are: www.onegrp.com/?username for general information and product ordering and www.mienterprize.com/?username for the business opportunity details.

7. HOME PRESENTATIONS – This can generate a significant cash flow on the night and will potentially provide you with both regular customers and new Representatives. A unique product – Ambrosia Essence has been created by Narelle as an exclusive host gift. Guests can receive up to 20% discount on their orders which will be delivered free if the order exceeds \$100.

8. FUNDRAISING – A unique opportunity exists where schools, sporting and social clubs, church groups and the like can have their very own fundraising website. As with retail outlets, markets & expos, you will need to request allocation of any organisation you wish to approach. In the Member's Area click on "Fundraising" – then click on "Allocation Request". Organisations will receive up to 30% of the retail price of products ordered through their website.

your multi-channel enterprise

COMPENSATION PLAN DEFINITIONS

Points. Each product has a point value assigned to it.

PV or Personal Volume is the total of the points of all the products purchased by a Member during a calendar month. The PV is reset to ZERO at the beginning of each calendar month.

GV or Group Volume is the total of a Member's PV and the PV of all the Members in their downline organisation. GV is reset to ZERO at the beginning of each calendar month.

BV or Bonus Value is the point value assigned to each product for the calculation of bonuses. One BV point = 1 US\$. e.g. If a Representative is entitled to 25% of an order whose BV is 60, the Representative would be entitled to a bonus of US\$15.

Autoship or Business Protection is an easy way to ensure that a Membership is active and eligible to receive all bonuses. ONE Group has made a point of keeping the cost of products at a competitive level while also making sure that regular monthly orders are not excessive. Consequently, the monthly commitment is just 50 Points, which equates to around US\$75. If a Representative signs up for Autoship or Business Protection, they receive a minimum of 20% off the Retail Price for all orders over 50 points in Personal Volume.

The standard Autoship or Business Protection order is for 2 x In-Liven. However, the content of an Autoship or Business Protection pack can be changed by the Member in the Member's Area of the website up until three days before the Autoship or Business Protection is due to be run on the computer.

Autoship. By signing for Autoship, the Member is committing to a regular monthly order. The monthly order will be sent out on the 5th, 10th, 15th or the 20th of each calendar month, depending on the date of joining. Autoship orders are sent out regardless of the ordering activity by the Member during the month.

Business Protection. By signing for Business Protection, a Representative is committing to receiving an order of at least 50 Points on the 25th of every month if their monthly PV to that date is not 50 Points or more.

PREFERRED CUSTOMER

- Does not want to build a home-based business
- Pays no Joining Fee
- Buys products directly from ONE Group at up to 20% discount off retail
- May upgrade to Representative at any time
- The Sponsor of a Preferred Customer receives up to 30% of the retail price of each order depending on the size of the order and Fast Start Bonuses are paid upline

TYPES OF PREFERRED CUSTOMERS

Home Presentation

- A Representative does the presentation at the home of the host
- Guests order product on supplied order forms and pay by credit card
- Host receives an exclusive gift of Ambrosia Essence
- Representative enters orders on the web for delivery to each guest

Fundraising

- The Organisation is sponsored by a Representative. The Organisation can be a school, sporting club, church group, service club or the like
- There is no cost to the Organisation to join and no monthly maintenance is required for the Organisation to receive bonuses
- Supporters order product from ONE Group on the Organisation's own website www.orgname.mifundraiser.com
- Products are delivered directly to the person making the order
- The organisation receives up to 30% of the retail value of each order depending on the size of the order

Client/Patient

- The Clients/Patients of Health or Beauty Professionals may order products directly from ONE Group through the Professional's website
- Products are delivered directly to the person making the order

Casual Shopper

- A Casual Shopper orders products through a Representative's website
- Products are delivered directly to the person making the order

REPRESENTATIVE

- Wants to build a home-based business
- Pays a Joining Fee of AU\$50 (US\$35) including AU\$35 Administration Fee, AU\$10 for Basic Training, AU\$5 to the David Suzuki Foundation
- Annual Renewal Fee of AU\$25 (US\$17.50) FREE if on A/S or BP for previous 12 mths
- FREE shipping on all orders over 50PV
- Only \$4.95 shipping for orders under 50PV

BONUS SUMMARY

Customer Bonuses

Representatives can earn up to 30% of the retail value of orders placed by Preferred Customers.

Retail Bonus

A retail bonus of 5% will be paid to active representatives who have sponsored a retail outlet, on the retail value of Retirement Orders of less than \$6,000. Normal Retirement Bonuses will be paid based on the BV of a 50% discount order.

Sponsor Bonuses

Sponsor bonuses are paid upline to active Representatives on the BV of all customers as well as new Representatives in their first 30 days with the Company. In fact, depending on their level, a Representative can be paid from 25% -5% of the BV of up to seven (compressed) levels of Representatives and Preferred Customers.

Builder's Bonus

15% of BV, generated through the sponsor tree worldwide, is allocated to the Builder's Bonus. Active representatives receive \$400 for every 3 new Representatives (who each achieve 250 points or more) they sponsor in the same calendar month.

Retirement Bonus

Retirement Bonuses of 3% to 18% are paid to Active Representatives according to rank, on the BV of all orders made by downline Representatives and Affiliates who have been with ONE Group for more than 30 days.

Loyalty Bonus

19% of worldwide Retirement Volume is allocated to the Loyalty Bonus. Active representatives on Autoship or BP receive \$70US each month they have 3 personally sponsored Representatives on at least 50 point Autoship or Business Protection Order.

EXECUTIVE POOLS

Executive Pool

Qualified Executives receive one share of 4% of worldwide retirement BV.

Managing Executive Pool

Qualified Managing Executives receive one share of 5% of worldwide retirement BV.

Senior Executive Pool

Qualified Senior Executives receive one share of 6% of worldwide retirement BV.

ONE GROUP BONUS SUMMARY REFERENCE GUIDE

ASSOCIATE	SENIOR ASSOCIATE	MANAGER	EXECUTIVE	MANAGING EXECUTIVE	SENIOR EXECUTIVE
MAINT. & PROMOTION	MAINT. & PROMOTION	MAINT. & PROMOTION	MAINT. & PROMOTION	MAINT. & PROMOTION	MAINT. & PROMOTION
50 PV/MONTH	50 PV/MONTH	50 PV/MONTH	50 PV/MONTH	50 PV/MONTH	50 PV/MONTH
	2 ACTIVE PERSONALLY SPONSORED REPS	3 ACTIVE PERSONALLY SPONSORED REPS	5 ACTIVE PERSONALLY SPONSORED REPS	7 ACTIVE PERSONALLY SPONSORED REPS	10 ACTIVE PERSONALLY SPONSORED REPS
	TOTAL GV: 500PTS	TOTAL GV: 2,500PTS	TOTAL GV: 10,000PTS	TOTAL GV: 25,000PTS	TOTAL GV: 50,000PTS
	2 Teams with Min.100GV ea	3 Teams with Min.500GV ea	3 Teams with Min.2,000GV ea	3 Teams with Min.5,000GV ea	3 Teams with Min.10,000GV ea
CUSTOMER BONUS	CUSTOMER BONUS	CUSTOMER BONUS	CUSTOMER BONUS	CUSTOMER BONUS	CUSTOMER BONUS
10% to 30% of Retail	10% to 30% of Retail	10% to 30% of Retail	10% to 30% of Retail	10% to 30% of Retail	10% to 30% of Retail
RETAIL BONUS	RETAIL BONUS	RETAIL BONUS	RETAIL BONUS	RETAIL BONUS	RETAIL BONUS
5% of Retail	5% of Retail	5% of Retail	5% of Retail	5% of Retail	5% of Retail
BUILDER'S BONUS	BUILDER'S BONUS	BUILDER'S BONUS	BUILDER'S BONUS	BUILDER'S BONUS	BUILDER'S BONUS
US\$400	US\$400	US\$400	US\$400	US\$400	US\$400
SPONSOR BONUSES	SPONSOR BONUSES	SPONSOR BONUSES	SPONSOR BONUSES	SPONSOR BONUSES	SPONSOR BONUSES
Sponsor 25%, 15%	Sponsor 25%, 15%, 15%	Sponsor 25%, 15%, 15%, 10%	Sponsor 25%, 15%, 15%, 10%, 10%, 5%	Sponsor 25%, 15%, 15%, 10%, 10%, 5%, 5%	Sponsor 25%, 15%, 15%, 10%, 10%, 5%, 5%
RETIREMENT BONUSES	RETIREMENT BONUSES	RETIREMENT BONUSES	RETIREMENT BONUSES	RETIREMENT BONUSES	RETIREMENT BONUSES
3%	3%+3%	3%+3%+3%	3%+3%+3%+3%	3%+3%+3%+3%+3%	3%+3%+3%+3%+3%+3%
3%	3%+3%	3%+3%+3%	3%+3%+3%+3%	3%+3%+3%+3%+3%	3%+3%+3%+3%+3%+3%
	3%	3%+3%	3%+3%+3%	3%+3%+3%+3%	3%+3%+3%+3%+3%
		3%	3%+3%	3%+3%+3%	3%+3%+3%+3%
2 Generations of Associate or higher	2 Generations of Associate or higher + 3 Generations of Snr. Assoc. or higher	2 Generations of Associate or higher + 3 Generations of Snr. Assoc. or higher + 4 Generations of Manager or higher	2 Generations of Associate or higher + 3 Generations of Snr. Assoc. or higher + 4 Generations of Manager or higher + 4 Generations of Executive or higher	2 Generations of Associate or higher + 3 Generations of Snr. Assoc. or higher + 4 Generations of Manager or higher + 4 Generations of Man. Exec. or higher	2 Generations of Associate or higher + 3 Generations of Snr. Assoc. or higher + 4 Generations of Manager or higher + 4 Generations of Man. Exec. or higher + 5 Generations of Senior Executive
US\$70 Loyalty Bonus	US\$70 Loyalty Bonus	US\$70 Loyalty Bonus	4% Executive Pool US\$70 Loyalty Bonus	5% Executive Pool US\$70 Loyalty Bonus	6% Executive Pool US\$70 Loyalty Bonus



GETTING STARTED

If, after reading the information contained in this publication, you have decided to try some of the ONE Group products, you have an important decision to make.

JOIN THE TEAM

If you only want to try the products, you should choose to become a Preferred Customer and just buy the products when you need them. As a Preferred Customer, you buy direct from ONE Group at a discount of up to 20% off the retail price depending on the size of the order.

Or, if you want to start a home-based business you will need to enrol as a ONE Group Representative. As a Representative you buy direct from ONE Group and will receive discounts of 10%-50% off the retail price depending on the size of the order. Remember to read the Terms & Conditions.

The first thing to do is complete an Application & Agreement by going to your sponsor's website.

www.onegrp.com/?username (The username is case sensitive)

Click on your region's flag and then click "Join Now" from the menu.

If you do not have access to the Internet yourself, maybe your Sponsor (the person who introduced you to ONE Group) could do it for you, or alternatively ask them to send you a hard copy of the Application & Agreement Form and fax it (+61 7 5539 6719) to the Company.

The cost of becoming a Representative with ONE Group is just AU\$50 (US\$35), which is made up of a AU\$35 Administration Fee (which includes your self-replicating website), AU\$10 for your Basic Training and AU\$5 to support the work of the David Suzuki Foundation (see "Giving Back" on the back page).

So now you are a Representative . . . What's next? You will need some products to use and demonstrate. How much do you order? Well, that is up to you, there is no minimum order. However, before you decide there are two things to consider:

1. The larger the order, the larger the discount. From 10%-50%.
2. Are you prepared to commit to a regular monthly order of 50PV to receive a minimum of 20% off your orders.

ORDER YOUR PRODUCT

Our suggestion would be to get off to a FAST START by placing an initial order of at least 250 PV (you choose the products). You may also commit to either Autoship or Business Protection. By starting this way, you receive a minimum 20% discount off the retail price of the products (30% if you're a Health or Beauty Professional) and you are promoted to Senior Associate immediately. You also have sufficient product to use and demonstrate.

COMPLETE BASIC TRAINING

Your welcome e-mail will give you information about your Basic Training. ONE Group Basic Training takes about 1 1/2 hours and is conducted over the telephone in the comfort of your own home. It is designed to help you maximise the ONE Group Multi-Channel Enterprise system.

DUPLICATE

Now that you've joined ONE Group, have your product and completed your Basic Training, you need to start building your Multi-Channel Enterprise.

You're in business, and the very first thing to do is create a cash flow to recoup your outlay, second, to cover your ongoing monthly expenses and third, to build residual income.

Month 1

You receive 25% of the BV of the orders (within 30 days of their joining) of the people you sponsor.

If you sponsor three new Representatives, who also start with a Fast Start order of 250 PV or more, within your first 30 days with ONE

Group you not only receive the Sponsor bonuses (approx US\$60 total) on those orders, but you are **promoted to Manager**.

If you sponsor those three new Representatives in the same calendar month you receive a **US\$400 BUILDER'S BONUS**, which is made up of 15% of worldwide BV. Sponsor six new Representatives and receive two **BUILDER'S BONUSES ie: US\$800**.

Month 2

Approximately 30 days after joining, your first Autoship or Business Protection is due if you committed to it, creating another outlay of 50 PV (approx \$75AUD). However, as a Manager, you will receive Retirement Bonuses of 9% of the BV of the Autoship or Business Protection orders of the three Representatives you sponsored in the previous month. If all three were on Autoship or Business Protection, you will also receive a Loyalty Bonus of \$70US.

With the aid of your Sponsor, the next step is to help the Representatives you sponsor to duplicate what you have done. If you can do that, while sponsoring a new person each month yourself, you will be amazed how quickly your business will grow.

Remember:

- Any calendar month you sponsor just 3 new Representatives who order 250 PV or more, you will receive a US\$400 Builders Bonus.
- Each month, you will also receive a US\$70 Loyalty Bonus for each group of 3 people you have personally sponsored who are on Autoship or Business Protection.

PRICING STRUCTURE

Please note: All figures above are Retail ex tax except where indicated.

Preferred Customers

Direct

Under \$100	Retail + \$4.95 S&H
\$100 - \$249	Retail less 10% (Free Shipping)
\$250 +	Retail less 20% (Free Shipping)

Affiliates

Health & Beauty Professionals

Under \$100	Retail less 10% + \$4.95 S&H
\$100-\$249	Retail less 20% (Free Shipping)
\$250-\$579	Retail less 30% (Free Shipping)
\$580-\$5,999	Retail less 40% (Free Shipping)
\$6,000 +	Retail less 50% (Free Shipping)

Retail Outlets

Under \$100 (Retail)	Retail less 40% + \$4.95 S&H
\$100- \$5,999 (Retail)	Retail less 40% (Free Shipping)
\$6,000 + (Retail)	Retail less 50% (Free Shipping)

Please note: 40% off Retail = 66.6% Mark-Up,
50% off Retail = 100% Mark-Up)

Representatives

Direct

Under \$100	Retail less 10% + \$4.95 S&H
\$100-\$249	Retail less 10% (Free Shipping)
BP or Autoship 50PV-99PV	Retail less 20% (Free Shipping)
\$250-\$579	Retail less 20% (Free Shipping)
BP or Autoship more than 100PV	Retail less 30% (Free Shipping)
\$580-\$899	Retail less 30% (Free Shipping)
\$900-\$5,999	Retail less 40% (Free Shipping)
\$6,000 +	Retail less 50% (Free Shipping)

Health & Beauty Professionals

Under \$100	Retail less 10% + \$4.95 S&H
\$100- \$250	Retail less 20% (Free Shipping)
BP or Autoship 50PV - 99PV	Retail less 20% (Free Shipping)
\$250 - \$579	Retail less 30% (Free Shipping)
BP or Autoship more than 100PV	Retail less 30% (Free Shipping)
\$580 - \$5,999	Retail less 40% (Free Shipping)
\$6,000 +	Retail less 50% (Free Shipping)



“ I have been involved with direct sales and network marketing for over 15 years. I was thrilled to find a company whose compensation structure is so uniquely designed that it rewards Representatives at all levels of achievement, whether they be new to this industry or an accomplished veteran. This Company has set in place so many firsts, not the least of which is their creation of the flexible 'Multi-Channel Enterprise System', incorporating principles of retailing, home presentations, fundraising, network marketing and other sales models. It is, and will continue to be, an eminent vehicle for those wanting to take control of their financial future.

- Glen Martin
Senior Executive



GIVING BACK

After some evaluation, we have chosen to support the David Suzuki Foundation as the most appropriate organisation for the ONE Group "giving back" program. From 1 January 2004, AU\$5 from all new joining fees is donated to the foundation on a monthly basis.



David Suzuki Foundation

Since 1990, the David Suzuki Foundation has worked to find ways for society to live in balance with the natural world that sustains us. Focusing on four program areas – oceans and sustainable fishing, forests and wild-lands, climate change and clean energy, and the web of life – the Foundation uses science and education to promote solutions that help conserve nature.

The Foundation takes a solutions-based approach to environmental problems. Reports are written and reviewed by recognised experts, and are excellent resources for policy-makers, researchers, teachers and students. The Foundation has designed some wonderful classroom environmental educational activities for both teachers and students.

The Foundation also seeks out and commissions the best, most up-to-date research to help reveal ways we can live in balance with nature.

www.davidsuzuki.org



WHY ONE GROUP?

Experience

The Directors of ONE Group have had many years of experience in their areas of expertise.

Narelle Chenery is at the forefront of product research and development, creating what most proclaimed impossible, a certified organic range of skin care products.

John Hunter has more than 20 years of successful international corporate management in the Network Marketing Industry.

Alf Orpen has 20 years' extensive business experience in the organic industry throughout the USA, UK, South-East Asia and Japan.

Timing

The opportunity is real and the time is right for you to embark on a Multi-Channel Enterprise. Being involved in one of the fastest-growing industries in the world, starting an enterprise with enormous potential backed by an ethical company with enormous experience and the most pristine products on earth is a reality.

Cutting edge products

ONE Group is leading the world in the development of certified organic skin, body, hair, oral, cosmetic and health products.

Quality

ONE Group creates products of unrivalled purity that achieve results people talk about. All the products are 100% guaranteed.

Reward for effort

The ONE Group Multi-Channel Enterprise System concept offers a Compensation Plan that is fair yet aggressive and rewards genuine effort. The retail price of all products is realistic and affordable.

Computer system

ONE Group has developed its own state-of-the-art software programs that deliver the information our Members need to enable them to run their businesses.

Tax advantages

ONE Group offers people of all walks of life the opportunity to create an independent, home-based business with tremendous tax benefits.

Personal success

ONE Group offers its Members an opportunity to experience growth and development in all of life's facets, enabling them to realise their potential.

Giving back

ONE Group is proud to support the efforts of the David Suzuki Foundation, a scientifically based, solution-orientated environmental fund.



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We have been with the Company from the beginning and the decision to join was easy to make. Their vision is one we personally share. We can contribute to the world in a meaningful way, create and benefit from a global business and work with a growing team of fun, like-minded, easy-to-be-with people. We love the idea of 'enterprise' – being an expression of your spirit rather than the normal idea

of what a business is and how it operates. Our own Team's growth has been a natural expression of our passion for certified organics. The timing of these fabulous products in the global market couldn't be better. We're in the right place at the right time.

– Julie Barfoot & Bill Lee-Emery
Managing Executives

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Creators of

