

# Business Guide



*Vegas*  
ART OF DESIGN



  
VEGAS VITAL



VEGAS  
COSMETICS

# VEGAS

— BEAUTIFUL EMOTION —

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## Preface



Carlos Fernandes  
Founder



Nelson da Costa  
Founder

Dear sales associate  
Welcome to Vegas Cosmetics

Direct sales, the - Network Marketing -, has changed dramatically during the past few years. New companies, new products and new opportunities, such as the internet, have made their presence known. The direct sales concept has opened doors for thousands of people to gain a new business perspective, start a second job or even a full time career.

Vegas Cosmetics has been familiar with this business since 2003. To date, our success story revolves around clear values diligently cultivated: fair partnership, finest quality, attractive prices and excellent earning opportunities.

In this information brochure we would like to bring you closer to the long lasting and solid business policy of our company.

Be it modern and trendy fragrances, exclusive skin care products, beauty enhancing cosmetics, exclusive jewelry, or high quality nutritional supplements, we guarantee natural ingredients, profitable products and a rewarding income.

Interested? Great. Take your time to read the following pages and we promise, it will be worth your while!

COMPANY HEADQUARTERS  
Germany



COMPANY HEADQUARTERS  
Portugal

## Certificate of quality

All of our cosmetic products have been dermatologically tested. In addition a large part of our product range has been examined by the renowned Institute for Dermatology and Clinical Testing "Dermatest".

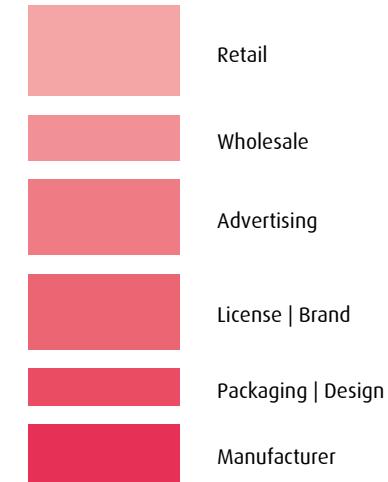
Dermatest has certified all our examined products with the label "very good". In future, you will find the "Dermatest - very good" seal with the tested products in our catalogue as well as directly on each and every products itself, to simultaneously assure you of our products high quality. We herewith verify once again that by choosing Vegas Cosmetics, you have aimed for a high standard of quality.



## High quality at a reasonable price

In the past, cosmetics which were established in the qualitative and exclusive sector, were generally recognized by their high pricing. These days the consumer knows that these high prices mostly come about by brand licensing, advertising, various intermediate traders, expensive packaging and the portraying of an exaggerated image. In the following graphics we introduce a pricing example, which can be found with many consumer products. This should also illustrate the advantages of our type of business and how one can save on certain factors, without limiting quality.

Retail:



Direct sales:



# Marketing concept

## Bonus:

From UP:

100 UP	3%
250 UP	6%
500 UP	9%
750 UP	11%
1.000 UP	14%
2.000 UP	17%

**4.000 UP 19%**

6.000 UP	21%
8.000 UP	23%

**10.000 UP 25%**

**10.000 UP 26%**

10 direct lines, qualifies for level 6%

## Additional Bonus:

From:

1 Direct manager 10% additional bonus

3 Direct managers 11% additional bonus

**5 Direct managers 12% additional bonus**

10 Direct managers 12,5% additional bonus

**15 Direct managers Company Car**

(3 Months to qualify)

## Qualification for bonus entitlement:

a minimum of 50 UP either through personal turnover, or newly sponsored direct premium clients in the respective bonus month.

Car bonus will be paid monthly, after achieving the qualification. (No space of time to the qualification).



Qualification team leader (TL)  
Car bonus €200/monthly  
(excluding TL & OL)



Qualification Manager (OL)  
Car bonus €450/monthly  
(excluding TL & OL)



## Qualification additional bonus:

minimum 4.000 UP group turnover balance > proportionate minimum 10.000 UP group turnover balance > complete. From 5 direct OL no residual qualification necessary. Additional bonus for difference between respective levels will be paid in full.

Car bonus €1.000/monthly net



Example: Mercedes GT / Bentley

# Marketing concept

## Additional Bonus:

From:

**20 Direct managers** Holiday Home in the Algarve  
(12 Months to qualify)



## Depth bonus:

From:

1 Direct manager 1% depth bonus

3 Direct managers 2% depth bonus

5 Direct managers 3% depth bonus

## Yearly bonus:

From annual turnover (UP):

500.000 UP	1.0% yearly bonus
1.000.000 UP	1.5% yearly bonus
2.000.000 UP	2.0% yearly bonus
3.000.000 UP	2.5% yearly bonus
5.000.000 UP	3.0% yearly bonus

## Qualification depth bonus:

You are an OL / manager with a balance of 10.000 UP / turnover and have direct OL / managers listed, who have respectively qualified with a balance of at least 4.000 UP turnover. Over this indirect OL we pay a depth bonus up to the next equivalently qualified manager. A differential depth bonus will also be paid to you.

From 5 direct OL no residual qualification necessary.

**Qualification yearly bonus:** Group turnover balance of minimum 4.000 UP monthly excluding TL and OL

Qualification period is monthly from the first till the last day of the month. All national and international turnovers will be accumulated and serve to determine the qualification of the bonus level, as well as other extra accomplishments, such as the car bonus etc. On the available turnover lists, you will be able to view the total turnover made by your organization at all times. The nationality of each respective partner is visibly identified in front of their partner number. Premium clients can be viewed as well.

# Car concept

## Team leader - 4.000 UP

Car bonus €200/monthly

Example:  
Mercedes Benz A class  
BMW 1 series



### Qualification:

Without TL and OL

## Manager - 10.000 UP

Car bonus €450/monthly

Example:  
Mercedes Benz E class  
BMW X5



### Qualification:

Without TL and OL

# Car concept

## 5 Direct managers

Car bonus €1.000/monthly

Example:  
Porsche 911  
BMW 6er Cabrio



## 15 Direct managers

(Company car)

Example:  
Bentley  
Mercedes GT

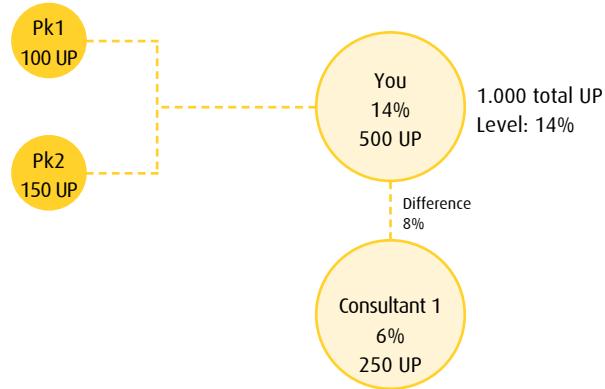


### Qualification:

3 Months to qualify

# Example

## Consultant

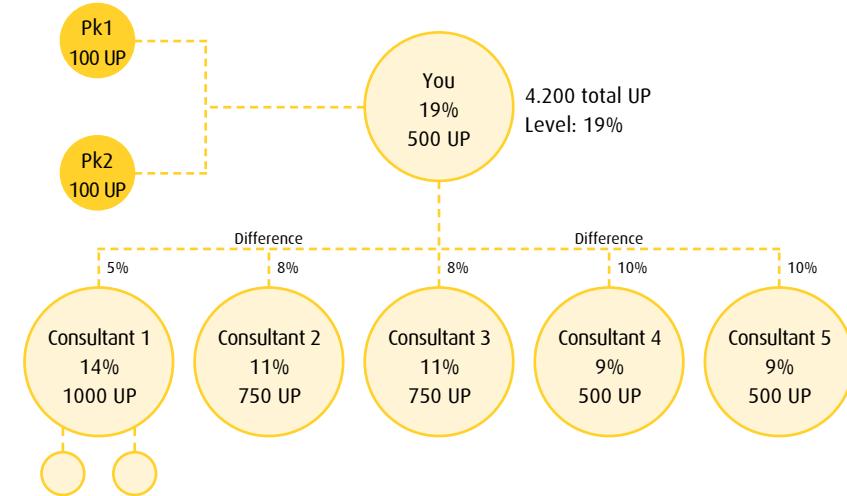


### Earning potential:

Profit margin:	40% of €500	€200
Your bonus:	14% of €500	€70
Bonus over Pk1 + Pk2:	14% of €250	€35
Pk2:	8% of €250	€20
Group bonus for consultant 1:		
	<b>*Earnings: €325</b>	

# Example

## Team leader



### Earning potential:

Profit margin:	40% of €500	€200
Your bonus:	19% of €500	€95
Bonus for Pk1 + Pk2:	19% of €200	€38
<b>Group bonus:</b>		
Consultant 1	5% of €1.000	€50
Consultant 2+3	8% of €1.500	€120
Consultant 4+5	10% of €1.000	€100
<b>+ TL car bonus</b>		<b>€200</b>

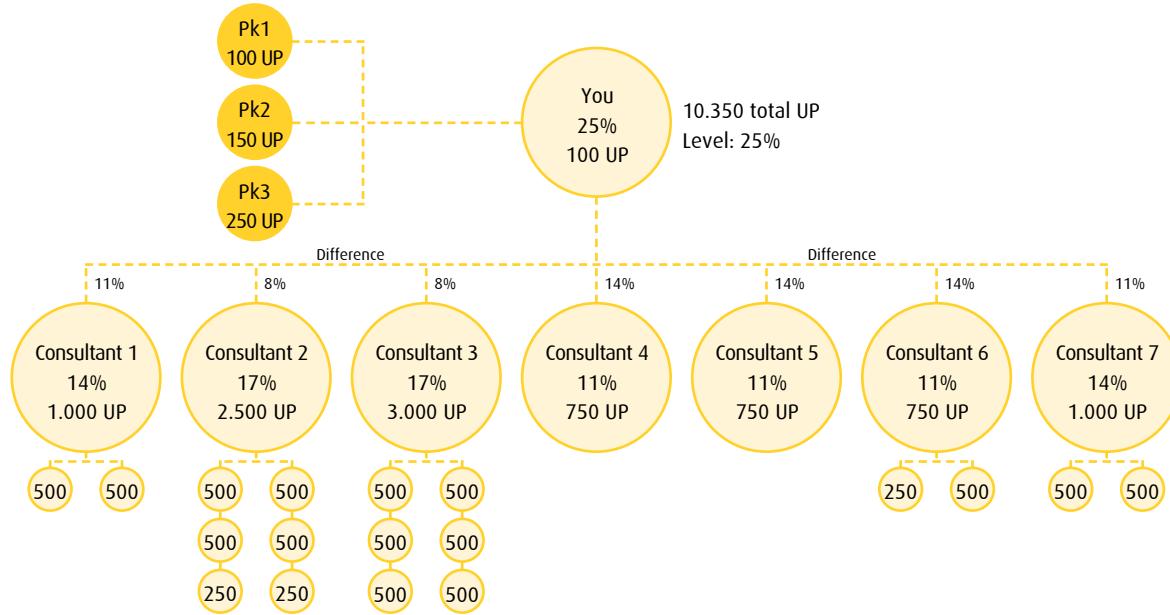
**\*Earnings: €803**

**+ Qualification team leader (TL)**



# Example

## Manager



### Earning potential:

Profit margin:	40% of €100	€40
Your bonus:	25% of €100	€25
Bonus over Pk 1-3:	25% of €500	€125

### Group bonus:

Consultant 1+7	11% of €2.000	€220
Consultant 2+3	8% of €5.500	€440
Consultant 4-6	14% of €2.250	€315

+ OL - Car bonus **€450**

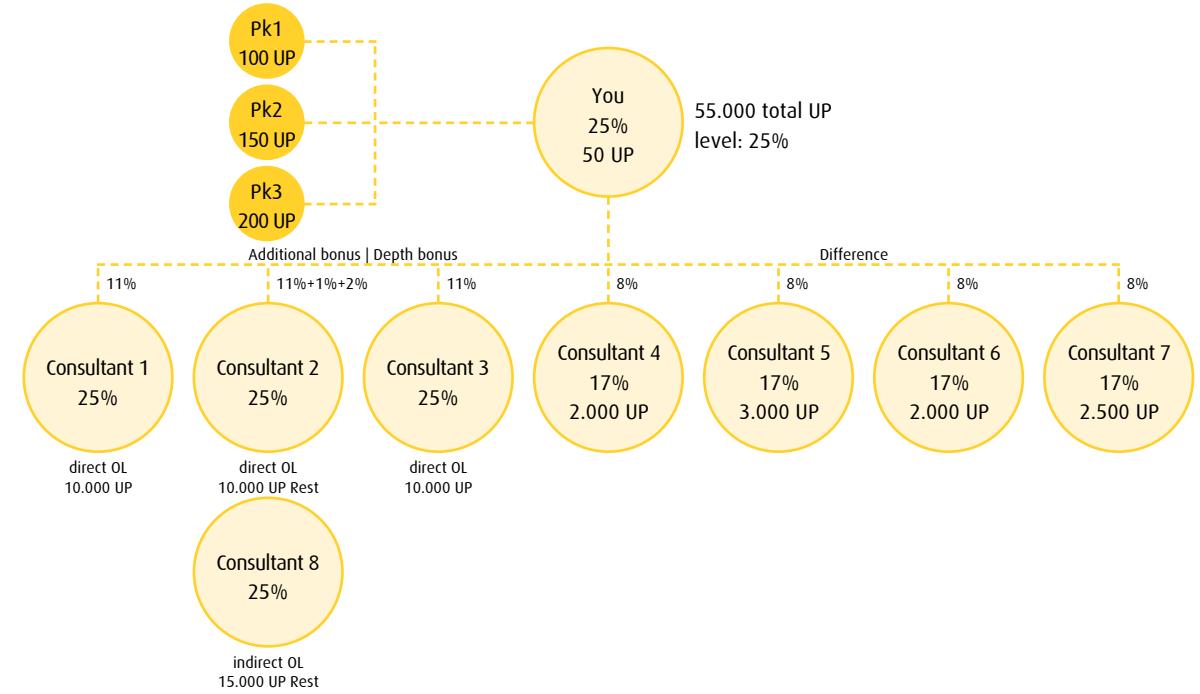
**\*Earnings: €1.615**

+ Qualification manager (OL)



# Example

## Additional bonus | Depth bonus



### Earning potential:

Profit margin:	40% of €50	€20
Your bonus:	25% of €50	€12.50
Bonus over Pk 1-3:	25% of €450	€112.50

### Group bonus:

Consultant 4-7	8% of €9.500	€760
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### Additional bonus:

Consultant 1-3	11% of €30.000	€3.300
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### Addition differential bonus:

Consultant 8	1% of €15.000	€150
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### Depth bonus:

Consultant 8	2% of €15.000	€300
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+ OL - Car bonus **€450**

**\*Earnings: €5.105**

+ Yearly bonus: 1% over €660.000 = €6.600

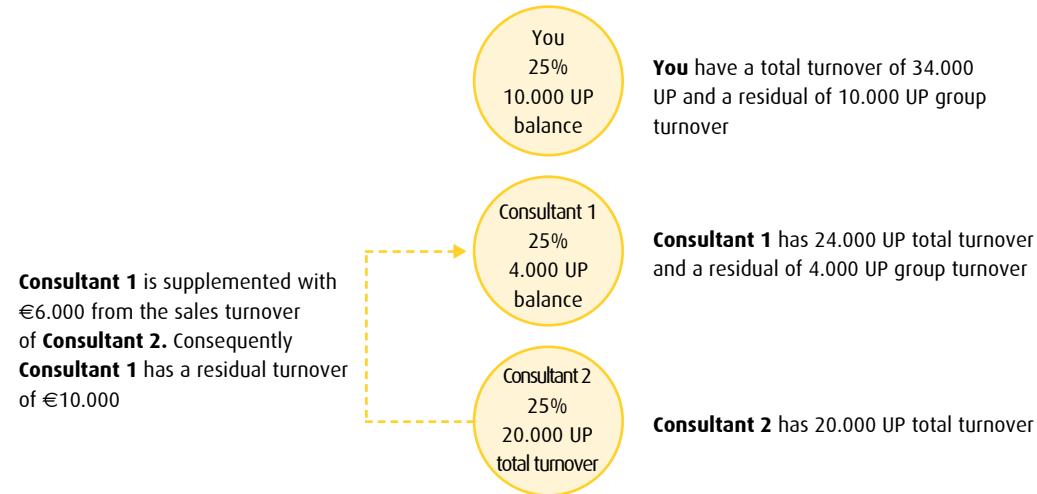


## ● The “€1.000” OL-guarantee!

### We saved the best for last!

After you have reached the manager status with the bonus level of 25%, your next goal would be to encourage new managers within your business structure. After all, a firm depth in place means a safe foundation for your business. Just imagine: your direct OL has a residual turnover balance of only 4.000 UP over his/her direct manager (25%). Even though you have helped to achieve the “depth level” of your OL, you would generally only receive an extra bonus over their turnover of 4.000 UP. Therefore, our OL guarantee will always warrant that you be rewarded according to your performance!

This means that even though someone isn't performing, you would still be motivated to work at developing the “depth level” within your organization. Through our “filling up principle” of our OL guarantee, this will be rewarded over and above the depth bonus. (see example below).



### You will be earning with this organization:

Purely for the purpose of (virtually) calculating the additional bonus, 6.000 UP is deducted from consultant 2 and added (filled up) to the residual balance of consultant 1. You in turn, receive a 10% additional bonus over the residual turnover of consultant 1. 10% of 10.000 UP = €1.000.

In addition, you will receive a 1% depth bonus on the total turnover, minus virtual deduction of your indirect OL (consultant 2). 1% of 14.000 UP = €140.

On your personal balance you will receive a 25% bonus, minus the bonus levels achieved by your direct partners.

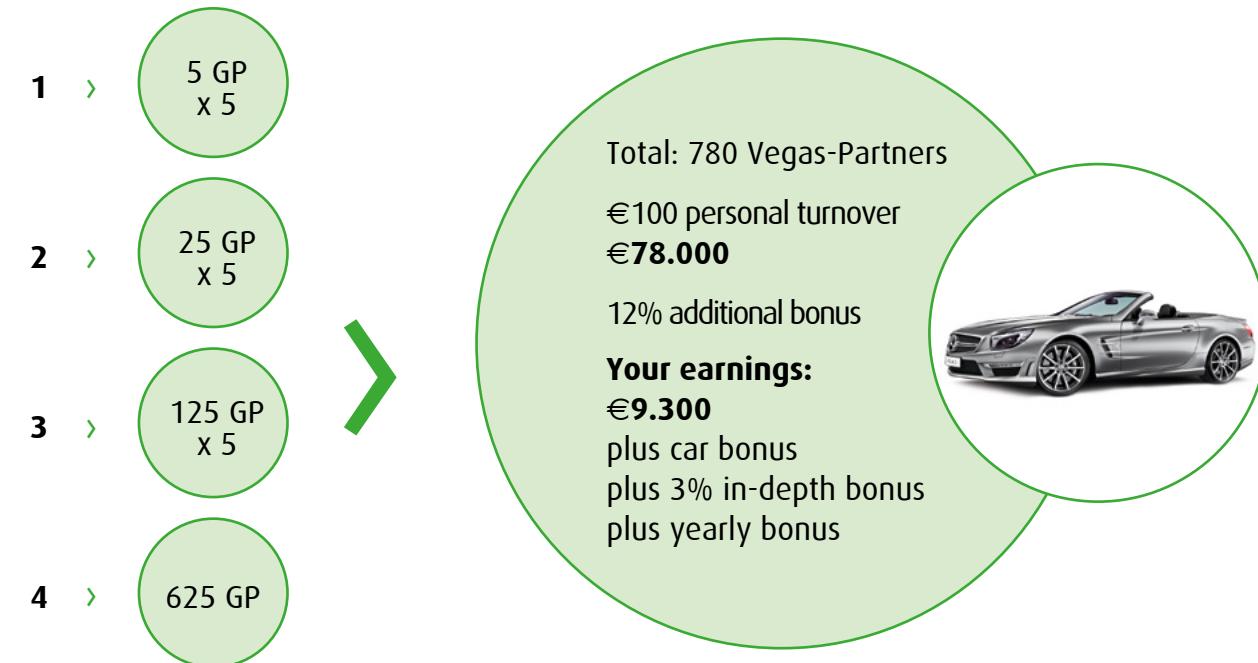
**Consultant 1** receives a 10% additional bonus over 14.000 UP, supplied by the turnover from consultant 2, minus virtual addition = €1.400. For the 4.000 UP personal turnover, he/she receives 25%, minus bonus levels reached by direct partners.

**Consultant 2** receives a bonus for 20.000 UP total turnover, in this case likewise considering the bonus levels achieved by direct partners.

## ● Our formula for success!



On the basis of the following examples, we will show you what might unfold when one has ONLY 5 serious business partners generating a monthly turnover of €100 for VEGAS who then, with your guidance, continue with the 5-partner-principle. As you will now be able to establish, in principle it isn't necessary to know hundreds of people personally, only to recognize the RIGHT people.



## ● Business partners

### Your Advantages:

As a Vegas business partner, you have all the advantages of being self-employed without running a substantial financial risk. Your participation can influence your life positively, with which we are able to give you excellent support:

- › We don't demand a high turnover
- › You don't need stock-keeping or staff
- › Speedy delivery
- › You have a 2 week money back guarantee
- › You can open up at any time
- › There is a 40% trade margin on cosmetics and nutritional supplements and 30% on our jewelry range
- › Free online support on our website, with access to your up to date turnover figures, online registration of new partners, order function, internal mail system with your organization, etc.
- › Ongoing support through regular schooling and Vegas courses
- › Exciting competitions with travel and business awards
- › Vegas products may also be sold through retail outlets like: chemists, hairdressing and beauty salons

### Your participation:

Getting started with Vegas is very easy. All you need to do is fill out our printed or on-line consultant application form. Fax or email your application together with the starter kit of your choice. We require you to post the original documents within a few weeks.

Upon registration of the consultant application and verification of the information supplied, plus you having received your initial order of your start-up package, you are ready to get started and utilize all the advantages a Vegas consultant is offered.

You will receive a welcoming letter with your consultant number to confirm your registration. This will enable you to access your data, for the internal area of our website.

## ● Partner website

### Your professional presentation!

Once more Vegas is breaking new ground. As a Vegas business partner, we immediately offer the opportunity of an exclusive, personal website, equipped with many sensational possibilities.

Every registered business partner can apply for a partner website of our official Vegas internet site. Your partner website will be activated instantly and personalized with your contact details. Thus all inquiries will be passed to you immediately to enable you to administer them efficiently.

Interested consumers will be able to register immediately as premium clients and order products directly. These clients will automatically be registered with your organization. In addition, you will also have access to a personal newsletter contact database. You will be able to furnish each individual visiting your website with information and subscription to a newsletter.

In the administrative area of your website, you will be able to examine at any time how many people visit your partner website, as well as independently alter your contact information.

On your website you have a continuous handle on the for you relevant information and we ensure you that this will always be up to date.

Apply for your personal Vegas-online-performance entry in the internal section of our website.



## ● Premium client concept

Let Vegas deliver directly to your consumers, by means of our lucrative and uncomplicated premium client concept.

### How it works:

It's easy. Just sign up your consumers as premium clients. We will deliver the Vegas products ordered through you to your premium clients, postage paid. This means, that even consumers not living in your area will receive optimum service in the supply of our products. The advantage is that it enables the consumer to order direct. As you gather, this initial consumer might very well become your new business partner.

### Advantages of premium clients:

- › One is under no obligation, as this service corresponds to the same status as a customer using mail order service with discount options!
- › After successful registration the premium client immediately receives a discount of 20% on the catalogue prices of all orders of the complete Vegas range placed.
- › Postage paid on orders of minimum €50 catalogue prices.
- › Expanding as a Vegas consultant is at any time possible.

### Your advantage as a Vegas consultant:

- › We deliver directly to your clients.
- › A simple method to bring the Vegas sceptic closer, and excite them into becoming a consultant at a later stage.
- › Because premium clients aren't eligible for a bonus, all UP/UV of the premium clients will be credited to you as direct turnover.
- › Your premium clients are placed on your turnover list to enable you to take optimum care of them.
- › During the first month, the turnover of your premium client is added as a 50 UP credit to your personal UP bonus qualification.

### How to sign up premium clients:

It's very easy: Order our Premium-Starter-Kit for €3.50 with order no. 958. Complete the enclosed client application form to register a premium client number and return it to us together with your first order. Your premium client will receive their order within 48 hours, in Germany. They will either be able to order from you, with a discount of 20% on catalogue prices, or directly from us. You may also sign up your premium client directly via your partner website.

### How to order:

#### Telephone

Monday to Friday from 10am to 6pm  
+49 (0) 6078 - 96 81 10

#### E-Mail

24 hours  
To: [bestellungen@vegascosmetics.de](mailto:bestellungen@vegascosmetics.de)

#### Fax

24 hours  
+49 (0) 6078 - 96 81 11

#### Internet

24 hours  
Internal online consultants website via [www.vegascosmetics.de](http://www.vegascosmetics.de)

#### Payment

We offer you various payment options. Please find details in our up to date consultants price list, or contact us directly.

#### Delivery

Orders will be posted within 48 hours, in Germany.



# VEGAS

— BEAUTIFUL EMOTION —

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