



Avroy Shlain®

DIGITAL REWARDS MAGAZINE

SALES DATES: 1 - 30 APRIL 2024

NEW
REWARDS

FOR A NEW WAY TO EARN

NEW REWARDS NEW EARNINGS



YOUR CONFIDENT START WITH AVROY SHLAIN

To help you start your business strong, we have created the Confident Start Beauty Advisor Onboarding Programme for your first 3 months of joining the business.

1ST ORDER

Place your 1st INVOICED ORDER to the value of **R750** within

2 weeks of registration and you will receive

Earnings of R163

Products valued at R130



Roll-on Anti-Perspirants 50ml (Coppélia® Intense for her and Bold Isenzo™)

MONTH 1

Achieve TOTAL INVOICED SALES of **R1 500** in Month 1 and receive

Earnings of R326

Products valued at R200



- Endangered® For Her Paradise™ Perfumed Body Spray for her 100ml
- Steel Rush™ Deodorant Spray for him 150ml
- Beauty Advisor Training Manual

You will also receive your Personal Sales Challenge Gift (as shown in the Rewards brochure).

MONTH 2

2

Achieve TOTAL INVOICED SALES of **R1 500** in Month 2 and receive

Earnings of R326

Products valued at R228



- ColorFun® Yummy Pink Lipstick & Avroy Shlain Pure Lemon & Glycerine Body Cream

MONTH 3

3

Achieve TOTAL INVOICED SALES of **R1 500** in Month 3 and receive

Earnings of R326



- A FREE Business Bag

PLUS earn your Personal Sales Challenge Gift (as shown in the Rewards brochure)

QUALIFICATION!

Complete all 3 Months and qualify to purchase the Beauty Advisor Kit! Get the samples you need to sell more.

**FOR ONLY R160
VALUED AT R1 587**



Beauty Advisor Kit contains 5 products: Coppélia® Eau de Parfum 60ml; Once by Avroy Shlain™ Perfumed Body Spray 100ml; Endangered® Anti-Perspirant Spray 150ml; CRT® Youth Gel 50ml; Body Essence® Tissue Oil 100ml

NB: Products may vary



BEAUTY ADVISOR EARNINGS SCHEDULE 2024

LEVEL	PERSONAL SALES	PERSONAL SALES EARNINGS	# OF BAs	BA TEAM SALES	EARNINGS FROM BA TEAM
BA	R0 <R999999	25%	0	N/A	0%
LEVEL 1 BA	R1 500+	25%	3	R4 500 - R8 999	2%
LEVEL 2 BA	R1 500+	25%	6	R9 000 - R14 999	4%
LEVEL 3 BA	R1 500+	25%	10	R15 000 - R22 499	6%
LEVEL 4 BA	R1 500+	25%	16	R22 500+	8%

○ Beauty Advisor Earnings on Team Sales are provided the Beauty Advisor achieves R1500 Personal Sales

○ BA Team Sales Achieved exclude the recruiter Beauty Advisors own personal sales



PERSONAL SALES

Personal SALES CHALLENGE

Achieve Personal Sales of R3 000 and receive:

- Once by Avroy Shlain™ Eau de Parfum 60ml

PLUS

YOU EARN: R652

Avroy Shlain®

PLUS

EARNINGS MADE SIMPLE

As of 1 May 2023 we are excited to launch our new look earnings plan – **Avroy Shlain PLUS** - which features some key enhancements and additional new benefits to your earnings at Avroy Shlain.

What is Avroy Shlain PLUS?

Avroy Shlain PLUS is the upgraded new look Avroy Shlain Earning Opportunity which launched in May 2023

Why have we chosen to launch Avroy Shlain PLUS?

Avroy Shlain Plus has been launched for a number of reasons which include:

- Modernising our Earnings opportunity
- Maximise Avroy Shlains Sales Force Earning Potential
- Inspire a quicker, easier Avroy Shlaing career progression OR Inspire a quicker and easier Avroy Shlain career progression

What are some of the key changes/benefits you can expect?

- Beauty Advisors will now be remunerated for growing their network through RECRUITMENT & ACTIVATION of new Beauty Advisors
- Avroy Shlain PLUS provides strong motivation for BAs and Managers to achieve Personal Sales Monthly
- Managers will now earn on their manager promote outs **for life**


When will Avroy Shlain PLUS Launch?

- The new Earnings plan for Beauty Advisors is effective from **1 May 2023**
- The new Earnings plan for Managers & Area Distributors is effective from **1 June 2023**

Effective 1 May 2023 Beauty Advisors can now earn in two ways:

1

CLASSIC PROMOTION OF PRODUCTS




Earn from marketing, promoting and selling our world class Beauty Product offering to your personal network

PLUS

2

GROWING YOUR NETWORK



Share the business opportunity with your personal network and earn on their sales performance

MANAGERS EARNINGS SCHEDULE 2024

LEVEL	SALES	EARNINGS
PROMOTE-OUT QUALIFICATION	Achieve BA Team Sales of R22 500 (including min. R1 500 personal sales) with 16 new recruits	8%
MANAGER BELOW THRESHOLD	R19 500 - R22 499	6%
GROUP MANAGER	R22 500 - R52 999	11%
SENIOR MANAGER	R53 000 - R85 999	12%
EXECUTIVE MANAGER	R86 000 - R141 999	12,5%
MILLION RAND MANAGER	R142 000+	13%

- Managers earn an additional 2% on the sales of new Promote Outs provided the following conditions are met
 - The Manager is active in the business and holds manager status.
 - The Mother Manager has achieved personal sales of R/N\$1500
 - The Mother Manager must achieve own group sales of R/N\$22 500 (including own personal sales)
 - The sum total of all promote out sales must be minimum R/N\$22 500
- A Manager can only earn on first line Promote Outs
- New Manager maintenance standard - achieve R12 500 sales in at least one month in a six-month period.



Access the full Beauty Advisor Earnings Schedule via the Resources tab on the Avroy Shlain Revolution Portal

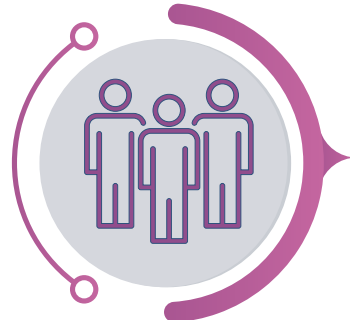
MANAGERS

SALES SUCCESS FORMULA TO ACHIEVE YOUR TARGET



1

Personal Sales of R3000



2

2 New Active Recruits at R3000



2

3 Existing Active BAs at R3000



4

WAM (Weekly Activation Meeting)

WEEKLY SUCCESS FORMULA
1:2:3

MONTHLY *Manager* SALES CHALLENGE

BUILD-BACK MANAGER CHALLENGE

We want to help you build back your business!

We are lowering the incentive level for **April and May!**

- **April – R15 500** (Incentive gift only, No Earnings on this level)
- **May – R19 500** (Incentive gift + 6% earnings)

Terms & Conditions

- These levels will only be applicable to the months stated (April and May 2024)
- The gifts in the Rewards Brochure are applicable in the relevant months.
- These levels are only applicable to the Monthly Manager Incentives level.
- Terms and Conditions in the Rewards Brochure apply.

SALES



MONTHLY *Manager* SALES CHALLENGE

BUILD BACK MANAGER CHALLENGE

Exciting Level for April Only!

Achieve R15 500* – R22 499 Group sales and receive:

- Lady Elegance Eau de Parfum 30ml
- Avroy Shlain JS® Rose Gold Eau de Parfum 60ml
- Perfect® Lady Eau de Parfum 50ml
- Fragrance Guide

Product Value:
R927



*No earnings.

Manager SALES CHALLENGE

1 LEVEL 1 GROUP MANAGER YOU EARN R2 152

Product Value:
R1 800



Achieve sales of R22 500 and you'll earn 11% and you will receive:

- Endangered® For Her Eau de Toilette 100ml
- Lady Elegance Eau de Parfum 30ml
- Avroy Shlain JS® Rose Gold Eau de Parfum 60ml
- Perfect® Lady Eau de Parfum 50ml
- Fragrance Guide
- Colorfun® 2in1 Eyeshadow Stick – Silver
- Colorfun® Nail Enamel – Temptation
- Colorfun® Lip Kit – Reddy Rule

YOU EARN: R2 152

SALES

SALES

MONTHLY **MANAGER**

2

LEVEL 2 SENIOR MANAGER YOU EARN R5 530

Level 1 gift worth:
R1 800



Achieve R53 000 group sales and you'll earn 12% and receive the Level 1 gift valued at R1 800.

3

LEVEL 3 EXECUTIVE MANAGER YOU EARN R9 348

Level 1 gift worth:
R1 800



Achieve R86 000 group sales and you'll earn 12.5%, and receive the Level 1 gift valued at R1 800.

**Cash Bonus
of R500**



4

LEVEL 4 MILLION RAND MANAGER YOU EARN R16 052

Level 1 gift worth:
R1 800



Achieve R142 000 group sales and you'll earn 13%, and receive the Level 1 gift valued at R1 800.

**Cash Bonus of
R1 000**



Product Hamper worth:
R2 000



RECRUITMENT



Managers

RECRUITER CHALLENGE FOR MANAGERS ONLY!

For every new personal registered recruit brought in by the end of April 2024 and qualified with R1 500 sales you will receive:

- Lady Elegance Eau de Parfum 30ml

AREA DISTRIBUTOR

SALES SUCCESS FORMULA TO ACHIEVE YOUR TARGET



1

1 Promote out a Manager



2

100 Recruits



3

15 Active Managers at R22500



4

Field training and Meetings

AD SUCCESS FORMULA

1:100:15

BENEFITS OF BECOMING A
MANAGER AT
AVROYSHLAN



**Managers Earn
More Money**



**Managers Earn
Better Rewards**



**Receive Incredible
Recognition**



**Once in a Lifetime
Experiences**



**Travel &
Cash Rewards**



**Free Training
& Mentoring**



**Manager Onboarding
Program**



**Work part time of
full time**



**You can have a
successful career**

NEW MANAGER

Qualification

Qualify as a new manager THIS MONTH!

Achieve the following criteria and you will earn:

CRITERIA:

Achieve BA Team Sales of R22 500 (including min. R1 500 personal sales) with 16 new recruits (**no time frame since 1 January 2023**)

When you qualify, you will become a Junior Manager and receive

REWARDS:

- Earn a once off qualification 8% Service Fee (BA Team Sales)
- Receive a Product hamper valued at R1 457
- Participate in the 3 month Manager Onboarding Programme

PLUS join the Manager Onboarding Programme to earn more incredible rewards!



NEW

MANAGER ONBOARDING PROGRAMME



SO NOW THAT YOU ARE A MANAGER, LET'S GET YOU GOING!

Did you know that in your first 3 months after qualifying as a manager, you are eligible to participate in the Manager Onboarding Programme, where you and the opportunity to attend exclusive Training can earn FREE Avroy Shlain Product Samples, Product Training Guides and exclusive Training.

NEW MANAGER QUALIFICATION

CRITERIA:

Achieve R22 500 BA Team Sales (including R1 500 personal sales) in the month with 16 personally recruited BAs (no time frame since 1 January 2023)

MANAGER QUALIFICATION REWARDS

When you qualify, you will become a Junior Manager and receive

REWARDS:

- Earn 8% on your BA Team Sales
- Receive a product Hamper valued at R1457



NEW MANAGER ONBOARDING PROGRAMME

Once you qualify as a Manager, you have the opportunity to participate in the 3 month manager onboarding programme and earn **Gifts valued at R3 878**

To Qualify for each month of the onboarding programme, you need to achieve **8 new recruits per month and...**

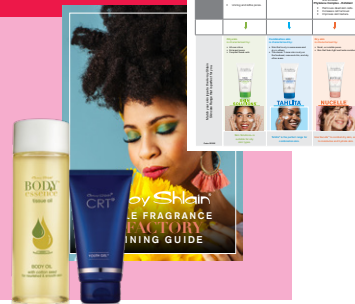
MONTH 1

MONTH 1 CRITERIA:
Achieve R22 500 Sales PLUS 8 New Recruits

EARNINGS:
Earn 11% Service Fee = R 2 152

REWARDS:

- A product hamper:
 - Body Essence® Tissue Oil 100ml
 - CRT® Youth Gel® 50ml
- Skin Analysis Leaflet
- Fragrance Guide



MONTH 2

MONTH 2 CRITERIA:
Achieve R22 500 Sales PLUS 8 New Recruits

EARNINGS:
Earn 11% Service Fee - R 2 152

REWARDS:

- Avroy Shlain-Branded
- Red Apron
- Cap
- 2 Clipboards
- A set of 5 Pens
- Mini Cosmetic Brush Set



MONTH 3

MONTH 3 CRITERIA:
Achieve R22 500 Sales PLUS 8 New Recruits

EARNINGS:
Earn 11% Service Fee - R 2 152

REWARDS:

- Avroy Shlain-Branded Shopper Trolley Bag
- A product hamper:
 - Avroy Shlain JS® EDP 60ml
 - Black Diamond® EDT 100ml
 - Redd® by Avroy Shlain EDP 60ml
 - Redd® by Avroy Shlain Perfumed Body Spray 100ml
 - Black Diamond® Anti-Perspirant Spray 150ml



MANAGER ONBOARDING PROGRAMME QUALIFICATION

Qualify in all 3 months and receive:

- Avroy Shlain-Branded Scarf
- Avroy Shlain Manager Badge
- Manager Certificate
- Colour Guide
- Foundation Handbook
- Pack of Blotters (x25)
- Business Bag



1

2

3

QUALIFICATION!

AREA DISTRIBUTOR

EARNINGS
SCHEDULE 2024
(South Africa)



LEVEL	SALES	EARNINGS
JUNIOR AREA DISTRIBUTOR QUALIFICATION	R180 000 plus 6 Managers	4%*
JUNIOR AREA DISTRIBUTOR LEVEL (Max 1 Year)	R180 0000 - R269 999	4%*
AREA DISTRIBUTOR QUALIFICATION	R270 000 plus 11 Managers	6%
AREA DISTRIBUTOR LEVEL	R270 000 - R439 999	6%
AREA DISTRIBUTOR LEVEL	R440 000 - R649 999	6,5%
EXECUTIVE CLUB	R650 000 - R894 999	7%
MILLIONAIRE AREA DISTRIBUTOR	R895 000 - R1 200 000+	7,5%




*Junior Area Distributors will earn on own group sales as per manager earnings schedule levels and 4% on sales of promote outs.

THE AREA DISTRIBUTOR OPPORTUNITY

At Avroy Shlain, we offer you the opportunity to **Earn, Learn and Grow** while gaining financial independence.

Now is your opportunity to move up to the most aspirational career level at Avroy Shlain. Qualify as an Area Distributor and start living the life that you've always imagined.

As an Area Distributor, you can look forward to:

-  Incredible earnings and rewards
-  Free Leadership and Entrepreneurial Business Success Training
-  The opportunity to travel locally and overseas



The Avroy Shlain Career Path is your stairway to living your dreams... Are you ready to take the next steps?

YOU ARE HERE



AREA DISTRIBUTOR QUALIFICATION

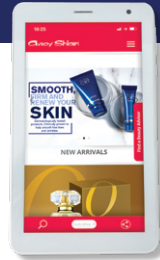
QUALIFY AS AN AREA DISTRIBUTOR IN 3 EASY STEPS.

STEP 1:

Achieve Junior Area Distributor Level Criteria
R180 000 Group Sales for 2 consecutive months with 6
Manager Promote-Outs

REWARDS:

- Receive a Mecer Xpress Smartlife 7" Android 11 Tablet



STEP 2:

Enrol in the Avroy Shlain Academy of Learning

BENEFITS:

- Free Training
- Free Training Booklets
- Attend Exclusive Leadership Masterclasses



STEP 3:

Achieve Area Distributor Level Criteria
R270 000 Group Sales for 2 consecutive months with
11 Manager Promote-Outs

REWARDS:

- Graduate at the annual Avroy Shlain Sales Celebration conference and receive an Area Distributor badge and scarf
- Receive a Samsung Tablet
- ASC-branded Cap and Golf Shirt
- Receive an Avroy Shlain-branded Suitcase
- Earn 1 Airline Ticket to travel to Bali, Indonesia
- Qualify to participate in the Area Distributor Onboarding Programme



AREA DISTRIBUTOR ON BOARDING PROGRAMME

Once you've achieved the Area Distributor Level, you will qualify to participate in the Area Distributor 3-month Onboarding Programme. (South Africa, Namibia, Botswana and Eswatini Only)

MONTH 1:

BUILDING THE TEAM

CRITERIA:

Achieve: R270 000 Sales
1 Manager Promote-Out
100 Recruits

REWARDS:

- ASC-branded umbrella
- ASC-branded Tog Bag
- ASC-branded Portable Table



MONTH 2:

BUILDING SUCCESS HABITS

CRITERIA:

Achieve: R270 000 Sales
1 Manager Promote-Out
100 Recruits

REWARDS:

- 2 x fitted ASC-branded table cloths
- Folding table
- ASC-branded Pull-up banner



AREA DISTRIBUTOR ON BOARDING PROGRAMME

MONTH 3:

BUILDING FOR THE FUTURE

CRITERIA:

Achieve R270 000 Sales
1 Manager Promote-Out
100 Recruits

REWARDS:

1. ASC-branded Gazebo
(2m x 2m)

3



BENEFITS OF BECOMING AN AREA DISTRIBUTOR AT AVROY SHLAIN



Own your
own business



Earn from
multiple income streams



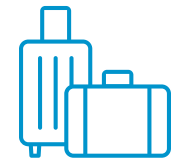
Receive fabulous recognition
and rewards



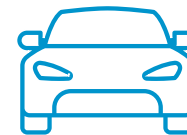
Receive leadership and business
skills training, free of charge



Graduate with Avroy Shlain



Qualify for Incentive Trips
both Local & International



Receive a monthly
cash bonus towards owning
your own car



Live the life
that you want



Avroy Shlain
INCENTIVE TRIP 2024
BALI

DISCOVER PEACE AND SERENITY

EXPLORE
UNSPOILT
SAPHIRE
BLUE
BEACHES

EXPLORE
paradise

Bali is the most popular Indonesian island known for its natural settings, scenic beaches, traditional culture, rich history, creativity, art and crafts, and the genuine warmth of the local people. A land of cultural treasures, the dream destination of Bali has some of the most iconic landmarks and landscapes you will remember for a lifetime.

NEW AREA DISTRIBUTOR & MOTHER PROMOTE OUT TRIP 2024

Qualify as an Area Distributor in 2024 to earn 1 ticket to experience a 5-star Luxurious Trip to Bali.

Trip includes: Flights from OR Tambo, accommodation, all meals and selected excursions.

QUALIFICATION PERIOD:

- 2 January 2024 to the last trading day in December 2024 (12 months)
- Last opportunity for a New Area Distributor to qualify and register is 1 December 2024.

WHO CAN QUALIFY?

- All New Avroy Shlain Area Distributors and their Mother Area Distributors.
- All Regional Directors.

NEW AREA DISTRIBUTORS CRITERIA

- Become an Area Distributor in 2024

MOTHER AREA DISTRIBUTORS CRITERIA

- Promote out one or more New Area Distributors from January to December 2024

REGIONAL DIRECTOR CRITERIA

- Promote out two or more New Area Distributors from January to December 2024

TERMS AND CONDITIONS PROGRAMME:

1. Should ADs step down during the qualification period, they will forfeit attending, thus automatically disqualifying the Mother AD too. **2.** If a Mother AD promotes out a new AD but the new AD does not trade, or owes the company money, both the Mother AD and the new AD will be disqualified from the trip, even though they have not been stepped down. **3.** If a Mother AD is disqualified from the trip for owing the company money, missing minimum standards, not trading, or any other reason, the new AD will still qualify for the trip if she achieves her minimums. **4.** Should a Mother AD or a new AD be disqualified, the RD could be impacted by missing the criteria. **5.** Mother AD and new AD must meet AD minimum Sales Standards during the qualification period up until the trip (taking into account the 6-month grace period for New ADs) **6.** If an AD is promoted out in 1 October, they need to make the minimum standard for 6 months with a 3 month grace period. **7.** If an AD is promoted 1 November or 1 December, the AD must meet their minimum standard for 3 months with no grace period.

GENERAL:

1. Out of stocks, credit returns, or cancellations will not be taken into account. **2.** A distributor must be active in the month of the overseas trip, if not, all tickets will be forfeited. **3.** There is no pay-in level and there are no cash pay-outs on tickets. **4.** Prizes are not transferable. Should you not be able to attend, tickets will be forfeited. **5.** There will be an exception if there is a valid reason for non-attendance, this will be dealt on a case-by-case basis. **6.** All 2024 invoices need to be paid up by 31 January 2025, or a payment arrangement must be entered into with the ASC Credit Department. If not, all tickets will be forfeited. **7.** Qualifiers will need to ensure they make their own travel arrangements from their hometown to Johannesburg as the trip departs from Johannesburg. **8.** Visas and local connecting flights and any additional accommodation required will be for the cost of the distributor. The trip will depart from Johannesburg (Avroy Shlain Home Office or OR Tambo). **9.** Sales and tickets are not transferable to the next qualification period. **10.** No Area Distributor may attend the overseas Trip unless they have qualified. **11.** NOTE: This is not a partner / spouse trip

CREDIT RULES:

1. All invoices over 60 days must be below R50 000 **2.** SMS reminders will be sent to all Managers 7 days prior to cut off date. **3.** These rules apply to ALL areas. There will be no exceptions.

WANT TO BE THE FIRST TO KNOW?

Join our Sales Force Community Group on Facebook and you will be the first to know about any new specials, upcoming events, training, competitions and more. Plus, you get the benefit of joining a community of other sales force members where you can share ideas and tips to grow your businesses.

You can find us on
<https://www.facebook.com/groups/AvroyShlainSA> or search for
“Avroy Shlain Sales Community”
on Facebook.

You can also follow us on:



AvroyShlainSouthernAfrica



avroyshlain_sa



@avroyshlain_sa



@avroyshlain

Terms & Conditions

Rewards choices are subject to stock availability. Avroy Shlain reserves the right to substitute any gift for another of similar value. It is company policy that rewards gifts be handed out at weekly Region and Area Meetings. Please attend to ensure you receive your gift. To be eligible for any of the rewards, your balance to be paid must be less than the month's invoiced sales (after discount). Qualifiers are granted a period of 90 days to query rewards gifts. Due to the nature of some gifts, qualifying gifts may vary per country. Images correct at time of going to print. Minimum sales levels apply. Mozambique, Namibia and Zimbabwe does not qualify for rewards, unless specified. All accounts on hold are subject to NEW incentive rule from the 1 December 2023.
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