

MLM Company Profile: Tianshi Health Products, Inc.



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Tianshi Health Products, Inc.

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Founding Story

Tianshi Health Products, Inc. is located in Ontario, Canada. Tianshi Health Products, Inc. was founded in 1995 by Mr. Li Jinyuan in Tianjin, China. The company entered the international (www.mlmllegal.com) market in 1998 and was listed on NASDAQ on 9/3003 and the AMEX on 4/2005.

Impact on the Industry

Tianshi Health Products, Inc. is a member of the Direct Selling Association. Tianshi Health Products, Inc. believes in contributing to society and has donated RMB 1.36 billion to public welfare and social charities.

Discussion of Products

Tianshi Health Products, Inc. sells traditional Chinese supplements and personal care products. These products are available to North America. Tianshi Health Products, Inc. is a multinational group specializing in retail, tourism, finance and E-business.

The products sold through this company are based on over 5,000 years of Chinese culture and its products are made with natural ingredients.

Discussion of Opportunity

In order to join Tianshi Health Products, Inc., a potential (www.mlmlegal.com) representative must contact the company through one of its local branches.

The compensation plan is illustrated as follows:

NORTH AMERICAN COMPENSATION PLAN																										
RANK & OPTIONS		1	2	3	4			5			6			7			8		9 STAR BRONZE LION	9 STAR SILVER LION	9 STAR GOLD LION	9 STAR DIAMOND LION	PRESIDENTIAL LION	LAUREL LION		
		OPTION 1	OPTION 1	OPTION 1	OPTION 1	OPTION 2	OPTION 3	OPTION 1	OPTION 2	OPTION 3	OPTION 1	OPTION 2	OPTION 3	OPTION 1	OPTION 2	OPTION 3	OPTION 1	OPTION 2	2x6 STAR N LION	3x6 STAR N LION	4x6 STAR N LION	5x6 STAR N LION	6x6 STAR N LION	7x6 STAR N LION		
DOWNLINE REQUIREMENT		YOU	YOU	YOU	YOU	3 x 3 STARS	2 x 3 STARS	YOU	3 x 4 STARS	2 x 4 STARS	YOU	3 x 5 STARS	2 x 5 STARS	YOU	3 x 6 STARS	2 x 6 STARS	3 x 7 STARS	2 x 7 STARS	2x6 STAR N LION	3x6 STAR N LION	4x6 STAR N LION	5x6 STAR N LION	6x6 STAR N LION	7x6 STAR N LION		
APPV OR ATNPV		35PV	75 PPV	300 PPV	1,250 PPV	1,500	3,000	5,000 PPV	6,000	12,000	20,000 PPV	25,000	50,000	80,000 PPV	100,000	200,000	400,000	800,000					30,000 TNPV EACH LEG Monthly	120,000 TNPV EACH LEG Monthly	600,000 TNPV EACH LEG Monthly	
DIRECT BONUS		NA	15%	20%	24%			28%			32%			37%			43%		43%	43%	43%	43%	43%	43%	43%	
INDIRECT BONUS Based on Rank Levels		2			5%			13%			17%			22%			28%		28%	28%	28%	28%	28%	28%	28%	
		3			4%			8%			12%			17%			23%		23%	23%	23%	23%	23%	23%	23%	
		4						4%			8%			13%			19%		19%	19%	19%	19%	19%	19%	19%	
		5									4%			9%			15%		15%	15%	15%	15%	15%	15%	15%	
		6												5%			11%		11%	11%	11%	11%	11%	11%	11%	
		7															6%		6%	6%	6%	6%	6%	6%	6%	6%
		8						1%			1%			1%			1%		1%	1%	1%	1%	1%	1%	1%	1%
LEADERSHIP BONUS (INDIRECT BONUS STATUS) Based on Generation Levels								1%			0.5%			0.5%			0.5%		0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	
GPV REQUIREMENT FOR LEADERSHIP BONUSES								600			1000			2000			3000		3000	3000	3000	3000	3000	3000	3000	
MONTHLY AUTO GPV PPV / PV REQUIREMENT		NA	15 / 50	50 / 100	50 / 100			75 / 150			75 / 150			100 / 200			100 / 200		200 / 300	200 / 300	200 / 300	200 / 300	200 / 300	200 / 300	200 / 300	

GLOSSARY OF GLOBAL TERMS

Independent Consultant (IC): is a person who joins Tianshi to sell products.

Enroller: refers to an existing IC who recruited and placed a new member anywhere in his/her organization.

Sponsor: refers to the direct upline IC for the new recruited member.

Autoship: refers to a convenient service that Tianshi offers to all of its Independent Consultants to help maintain their monthly requirements.

Retail Profit: refers to the difference between the suggested retail purchase price and the wholesale selling price of a product.

Direct BV: refers to:
a) your personally enrolled downline's BV of their first 300 PV
b) your personal BV after your first 300 PV requirement

Indirect BV: refers to:
a) your personally enrolled downline's BV after the first 300 PV
b) your indirect downline's personal BV

Direct Bonus: refers to commissions an IC earns on the Direct BV.

Indirect Bonus: refers to commissions an IC earns on their Indirect BV.

Leadership Bonus: refers to the bonuses an IC earns on the same status downline's GBV.

PPV: Personal PV (Monthly).

APPV: Accumulative Personal PV.

TNPV: Total Network PV (Monthly).

ATNPV: Accumulative Total Network PV.

GPV: Group PV (Monthly) is calculated as follows: TNPV minus "breakaway volume" from members with equal or greater rank.

GBV: is defined as Monthly Group Bonus Volume calculated as TNPV minus "breakaway volume" from members with equal or greater rank.

TNBV: is defined as Monthly Total Network Bonus Volume.

Rank: Local Common Rank, Honours Rank, Diamond Rank, Global Common Rank, Next Month Rank.

Monthly Bonus: Direct Bonus, Indirect Bonus, Leadership Bonus.

Global Profit Sharing: Bronze, Silver, Gold, Diamond, Presidential, Laurel.

HOW DO YOU GET PAID?

Tianshi uses a Bonus Volume (BV) which is assigned to each product for commission calculations. Value is different in each country. US: USD CA: CAD

Points Volume (PV) is assigned to each product for calculating an IC's qualification and rank. Value is the same in all countries in North America.

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The company offers a more detailed compensation plan, which is presented as follows:

Compensation Plan Highlights

- High payout (up to 58.5% of gross sales revenue is allocated)
- 15% to 43% on personal sales
- No demotion of achieved rank levels
- High leadership earning potential
- Global profit sharing bonuses
- 5.5% of Tiens Global Sales Sharing,
- Executive level rewards: Car, Yacht, Private Plane, House

Getting Started

Independent Consultants have three (3) ways to join the business. They can purchase a "Business Starter Kit" which will determine their start level as a 1, 2 or 3 Star member.

BUSINESS STARTER KITS

1 STAR	STARTER KIT	@ 35 PV = THE TIENSYSTEM, OR...
2 STAR	SMART KIT	@ 75 PV = THE TIENSYSTEM + E-COMMERCE BUSINESS SOLUTION, OR...
3 STAR	SUCCESS KIT OR E-SUCCESS KIT	@ 300 PV = THE TIENSYSTEM + TIENS PRODUCTS OR @ 300 PV = THE TIENSYSTEM + E-COMMERCE BUSINESS SOLUTION + TIENS PRODUCTS

RANK QUALIFICATIONS AND EARNINGS

RANK	QUALIFICATIONS	EARNINGS
1 STAR	PERSONAL QUALIFICATIONS NO MONTHLY PPV OR NO MONTHLY AUTOSHIP PPV	20% RETAIL PROFIT (BASED ON SUGGESTED RETAL PRICE)
	TEAM QUALIFICATIONS NO DOWNLINE NO APPV LIFETIME	
2 STAR	PERSONAL QUALIFICATIONS 15 AUTOSHIP PPV OR 50 PPV	20% RETAIL PROFIT (BASED ON SUGGESTED RETAL PRICE)
	TEAM QUALIFICATIONS NO DOWNLINE 75 APPV LIFETIME	15% DIRECT BONUS
3 STAR	PERSONAL QUALIFICATIONS 50 AUTOSHIP PPV OR 100 MONTHLY PPV	20% RETAIL PROFIT (BASED ON SUGGESTED RETAL PRICE)
	TEAM QUALIFICATIONS NO DOWNLINE 300 APPV LIFETIME	20% DIRECT BONUS INDIRECT BONUS (MEMBERS WITH LOWER RANK) 5% ON 2 STAR'S GBV

BONUS VOLUME (BV)	ASSIGNED TO EACH PRODUCT, FOR COMMISSION CALCULATIONS. CURRENCY IS DIFFERENT IN EACH COUNTRY. US: USD, CA: CAD
POINT VOLUME (PV)	ASSIGNED TO EACH PRODUCT FOR CALCULATING AN IC'S QUALIFICATION AND RANK. VALUE IS THE SAME THROUGHOUT NORTH AMERICA.
ENROLLER	REFERS TO AN EXISTING IC WHO RECRUITED AND PLACED A NEW MEMBER ANYWHERE IN HIS/HER ORGANIZATION.
SPONSOR	REFERS TO THE DIRECT UPLINE IC FOR THE NEW RECRUITED MEMBER.
PPV	PERSONAL POINT VOLUME (MONTHLY)
APPV	ACCUMULATIVE PERSONAL POINT VOLUME
AUTOSHIP	REFERS TO A CONVENIENT SERVICE THAT TIANSHI OFFERS TO ALL OF ITS INDEPENDENT CONSULTANTS TO HELP MAINTAIN THEIR MONTHLY REQUIREMENTS.

RANK PROMOTION CAN BE DETERMINED BY THREE OPTIONS:

1	STRONG PERSONAL SALES
2	STRONG RECRUITING WITH LESS SALES
3	STRONG SALES AND LESS RECRUITING

RANK QUALIFICATIONS AND EARNINGS		
RANK	QUALIFICATIONS	EARNINGS
4 STAR		
	PERSONAL QUALIFICATIONS 50 AUTOSHIP PPV OR 100 MONTHLY PPV + ONE OPTION BELOW	20% RETAIL PROFIT (BASED ON SUGGESTED RETAL PRICE) 24% DIRECT BONUS
OPTION 1	TEAM QUALIFICATIONS NO DOWNLINE 1,250 APPV LIFETIME OR OPTION 2	INDIRECT BONUS (MEMBERS WITH LOWER RANK) 9% ON 2 STAR'S GBV 4% ON 3 STAR'S GBV
OPTION 2	TEAM QUALIFICATIONS 3 X 3 STARS IN DOWNLINE 1,500 ATNPV LIFETIME OR OPTION 3	LEADERSHIP BONUS (MEMBERS WITH SAME STATUS) 0% LEADERSHIP BONUS
OPTION 3	2 X 3 STARS IN DOWNLINE 3,000 ATNPV LIFETIME	
5 STAR		
	PERSONAL QUALIFICATIONS 75 AUTOSHIP PPV OR 150 MONTHLY PPV AND 600 GPV FOR LEADERSHIP BONUS + ONE OPTION BELOW	20% RETAIL PROFIT (BASED ON SUGGESTED RETAL PRICE) 28% DIRECT BONUS
OPTION 1	TEAM QUALIFICATIONS NO DOWNLINE 5,000 APPV LIFETIME OR OPTION 2	INDIRECT BONUS (MEMBERS WITH LOWER RANK) 13% ON 2 STAR'S GBV 8% ON 3 STAR'S GBV
OPTION 2	TEAM QUALIFICATIONS 3 X 4 STARS IN DOWNLINE 6,000 ATNPV LIFETIME OR OPTION 3	4% ON 4 STAR'S GBV LEADERSHIP BONUS (MEMBERS WITH SAME STATUS)
OPTION 3	TEAM QUALIFICATIONS 2 X 4 STARS IN DOWNLINE 12,000 ATNPV LIFETIME	1% ON GENERATION 1 GBV

ATNPV ACCUMULATIVE TOTAL NETWORK PV.

GPV GROUP PV (MONTHLY) IS CALCULATED AS FOLLOWS: TNPV - "BREAKAWAY VOLUME" FROM MEMBERS WITH EQUAL OR GREATER RANK.

RANK QUALIFICATIONS AND EARNINGS

RANK	QUALIFICATIONS	EARNINGS
6 STAR		
	PERSONAL QUALIFICATIONS 75 AUTOSHIP PPV OR 150 MONTHLY PPV AND 1,000 GPV FOR LEADERSHIP BONUS + ONE OPTION BELOW	20% RETAIL PROFIT (BASED ON SUGGESTED RETAL PRICE) 32% DIRECT BONUS INDIRECT BONUS (MEMBERS WITH LOWER RANK)
OPTION 1	TEAM QUALIFICATIONS NO DOWNLINE 20,000 APPV LIFETIME	17% ON 2 STAR'S GBV 12% ON 3 STAR'S GBV 8% ON 4 STAR'S GBV 4% ON 5 STAR'S GBV
OPTION 2	TEAM QUALIFICATIONS 3 X 5 STARS IN DOWNLINE 25,000 ATNPV LIFETIME OR	LEADERSHIP BONUS (MEMBERS WITH SAME STATUS) 1.0% ON GENERATION 1 GBV 0.5% ON GENERATION 2 GBV
OPTION 3	TEAM QUALIFICATIONS 2 X 5 STARS IN DOWNLINE 50,000 ATNPV LIFETIME	
7 STAR		
	PERSONAL QUALIFICATIONS 100 AUTOSHIP PPV OR 200 MONTHLY PPV AND 2,000 GPV FOR LEADERSHIP BONUS + ONE OPTION BELOW	20% RETAIL PROFIT (BASED ON SUGGESTED RETAL PRICE) 37% DIRECT BONUS INDIRECT BONUS (MEMBERS WITH LOWER RANK)
OPTION 1	TEAM QUALIFICATIONS NO DOWNLINE 80,000 APPV LIFETIME OR	22% ON 2 STAR'S GBV 17% ON 3 STAR'S GBV 13% ON 4 STAR'S GBV 9% ON 5 STAR'S GBV 5% ON 6 STAR'S GBV
OPTION 2	TEAM QUALIFICATIONS 3 X 6 STARS IN DOWNLINE 100,000 ATNPV LIFETIME OR	LEADERSHIP BONUS (MEMBERS WITH SAME STATUS) 1.0% ON GENERATION 1 GBV
OPTION 3	TEAM QUALIFICATIONS 2 X 6 STARS IN DOWNLINE 200,000 ATNPV LIFETIME	0.5% ON GENERATION 2 GBV 0.5% ON GENERATION 3 GBV

RANK QUALIFICATIONS AND EARNINGS

RANK	QUALIFICATIONS	EARNINGS
8 STAR	<p style="text-align: center;">PERSONAL QUALIFICATIONS 100 AUTOSHIP PPV OR 200 MONTHLY PPV AND 3,000 GPV FOR LEADERSHIP BONUS</p>	<p>20% RETAIL PROFIT (BASED ON SUGGESTED RETAL PRICE)</p> <p>43% DIRECT BONUS</p> <p>INDIRECT BONUS (MEMBERS WITH LOWER RANK)</p>
OPTION 1	<p>TEAM QUALIFICATIONS 3 X 7 STARS IN DOWNLINE 400,000 ATNPV LIFETIME OR</p>	<p>28% ON 2 STAR'S GBV 23% ON 3 STAR'S GBV 19% ON 4 STAR'S GBV 15% ON 5 STAR'S GBV 11% ON 6 STAR'S GBV 6% ON 7 STAR'S GBV</p>
OPTION 2	<p>TEAM QUALIFICATIONS 2 X 7 STARS IN DOWNLINE 800,000 ATNPV LIFETIME</p>	<p>LEADERSHIP BONUS (MEMBERS WITH SAME STATUS)</p> <p>1.0% ON GENERATION 1 GBV 1.0% ON GENERATION 2 GBV 0.5% ON GENERATION 3 GBV 0.5% ON GENERATION 4 GBV 0.5% ON GENERATION 5 GBV</p>
8 STAR BRONZE LION	<p style="text-align: center;">PERSONAL QUALIFICATIONS 200 AUTOSHIP PPV OR 300 MONTHLY PPV AND 3,000 GPV FOR BRONZE LION BONUS</p>	<p>SAME AS 8 STAR</p> <p>1% GLOBAL PROFIT SHARING BONUS</p>
	<p style="text-align: center;">TEAM QUALIFICATIONS 2 X 8 STARS IN 2 LEGS</p>	
8 STAR SILVER LION	<p style="text-align: center;">PERSONAL QUALIFICATIONS 300 MONTHLY PPV OR 200 AUTOSHIP PPV AND 3,000 GPV FOR SILVER LION BONUS</p>	<p>SAME AS 8 STAR BRONZE</p> <p>0.75% GLOBAL PROFIT SHARING BONUS</p>
	<p style="text-align: center;">TEAM QUALIFICATIONS 3 X 8 STARS IN 3 LEGS</p>	

RANK QUALIFICATIONS AND EARNINGS		
RANK	QUALIFICATIONS	EARNINGS
8 STAR GOLD LION	PERSONAL QUALIFICATIONS 200 AUTOSHIP PPV OR 300 MONTHLY PPV	SAME AS 8 STAR SILVER
	TEAM QUALIFICATIONS 4 X 8 STARS IN 3 LEGS AND 3,000 GPV FOR GOLD LION BONUS	0.05% GLOBAL PROFIT SHARING BONUS
8 STAR DIAMOND LION	PERSONAL QUALIFICATIONS 200 AUTOSHIP PPV OR 300 MONTHLY PPV	SAME AS 8 STAR GOLD
		0.05% GLOBAL PROFIT SHARING BONUS 1 STAR DIAMOND LION
		0.05% GLOBAL PROFIT SHARING BONUS 2 STAR DIAMOND LION
	TEAM QUALIFICATIONS 5-10 X 8 STARS IN 5-10 LEGS 30,000 TNPV EACH LEG	0.05% GLOBAL PROFIT SHARING BONUS 3 STAR DIAMOND LION 0.05% GLOBAL PROFIT SHARING BONUS 4 STAR DIAMOND LION 0.05% GLOBAL PROFIT SHARING BONUS 5 STAR DIAMOND LION
PRESIDENTIAL LION		
	PERSONAL QUALIFICATIONS 200 AUTOSHIP PPV OR 300 MONTHLY PPV	SAME AS 8 STAR DIAMOND
	TEAM QUALIFICATIONS 4 GOLD LIONS IN 4 LEGS 120,000 TNPV EACH LEG	0.25% GLOBAL PROFIT SHARING BONUS
LAUREL LION		
	PERSONAL QUALIFICATIONS 200 AUTOSHIP PPV OR 300 MONTHLY PPV TEAM QUALIFICATIONS 4 PRESIDENTIAL LIONS AND 6 GOLD LIONS EACH PRESIDENTIAL 640,000 TNPV EACH GOLD LION 120,000 TNPV	SAME AS PRESIDENTIAL LION 0.5% GLOBAL PROFIT SHARING BONUS

Tianshi Health Products, Inc. offers online support and training through DVD's, videos, as well as through printed marketing materials.

Discussion of Distributor Base and Sales Volume in U.S.

Tianshi Health Products, Inc. is otherwise known as TIENS, which operates in over 190 countries and regions. TIENS is the parent company which has subsidiaries that include Tianshi Health Products, Inc. in 110 countries and regions. The company has (www.mlmllegal.com) over 12 million customers worldwide. TIENS has over 5,000 executive staff and more than 35-percent of its employees have master's degree or higher.

Company website: <http://www.tiensna.com/>

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Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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