

MLM Company Profile: Terra Biotech



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Terra Biotech

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmlegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

Warren Nugent (www.mlmlegal.com) founded the company after his wife, Jamie Nugent, received a rather frightening diagnosis of breast cancer. He sought for a way to help her through her illness and also improve her quality of life, and therefore, his family's life as a whole. He sought out natural superfoods in the Amazon and in other exotic locations. With research and product development, he began Terra Biotech.

The company is based in Dallas, Texas.

Impact on the Industry

NA

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Discussion of Products

Terra Biotech offers nutritional drinks, such as nectr RIZE, nectr CORE and nectr CALM.

Discussion of Opportunity

There are three ways to earn income with the company, which include:

1. *Retail Sales*
Retail Profits, Preferred Bonuses & Residual
2. *Leadership Bonuses*
Fast Start Bonuses & Leadership Bonuses
3. *Residual Income*
Executive Residual & Generational Residual

The company offers the following comprehensive compensation plan:

Exceptional Leaders – Exceptional Income!

Terra Biotech offers the industry's most [achievable compensation program](#), giving you the opportunity to earn immediate cash income while building long-term residual income. You must enroll as a Terra Biotech Independent Consultant to retail our Nectr products and/or to participate in our compensation plan to earn commissions and bonuses.

Become an Independent Consultant

Enrollment is easy, you may either enroll electronically through the Independent Consultant's website, which referred you to Terra Biotech, or complete a paper application and fax to Terra Biotech at 800.505.2336. When you enroll as a Terra Biotech Consultant, you receive your own personal website. Each time a Customer or Consultant signs up, using your website, you receive credit for these referrals. There are two options available when you enroll as an Independent Consultant:

Consultant Type	Enrollment Fee	Compensation Participation	Enrollment Benefits
Independent Associate	\$45	• Retail Profits • Preferred Customer program/Bonuses	• Purchase product wholesale – period of 1 year • Become an Independent Consultant when enrolling 30 Independent Consultants or Preferred Customers
Independent Consultant	\$315	• Retail Profits • Preferred Customer Residual • Preferred Customer program/Bonuses • Fast Start Bonuses • Leadership Bonuses • Bulk Order Bonus • Independent Consultant Customer Residual • Generational Customer Residual	• 90 bottles of Nectr – Rize/Core/Calm (30 each) • Business Success Kit with Marketing Tools • Business Management Suite, includes personal website and virtual back office – prepaid 1 year • Purchase product wholesale – period of 1 year • First year \$45 annual subscription fee

* All Independent Consultants must renew their annual subscription each year to remain active and eligible to participate in the compensation plan. All Associates and Independent Consultants must be "Qualified" and "Eligible" to earn Bonuses and/or Commissions. Pricing + S&H and applicable sales tax

Leadership Promotions

If you are serious about building a profitable home-based business and long-term residual income, you should become an Independent Consultant. Independent Consultants can participate in all 6 customer residuals and bonuses offered in our lucrative compensation plan.

As you continue to build your business, you have the opportunity to promote. Terra Biotech offers 4 Independent Consultant leadership positions:

- Senior Executive,
- Regional Vice President,
- National Vice President, and
- Executive Vice President

Once you promote to a leadership position, you qualify to participate in additional income opportunities.

*Terra Biotech Independent Consultants are independent contractors and not employees, agents, partners or owners of the Company, and may not imply otherwise. See Policies & Procedures located on our corporate website at www.terrabiotech.com. Associates are considered Independent Consultants and do not participate in all sections of the Compensation Plan.

Customer Sales and Subscription Auto-ship

When you sell Nectr products and product subscriptions to your customers, you can **generate immediate cash and residual income**. Terra Biotech Independent Consultants gather three types of customers:

Customer Type	Purchase Method	Eligible to earn bonuses and/or commissions
Retail Customer	Customer who buys direct (no subscription auto-ship).	• Qualified Associate • Qualified Executive
Preferred Customer	Customer who buys at a discount via a monthly auto-ship	• Qualified Associate • Qualified Executive
Independent Consultant Customer	Independent Consultant who buys wholesale, via monthly auto-ship.	• Qualified Executive
Associates are not qualified to participate in Preferred Customer Residuals See chart on page 11 for qualifications and eligibility		

Retail Customers purchase product directly from Independent Consultants. Preferred Customers buy product at a discount through our monthly auto-ship subscription. Independent Consultants purchase products at wholesale pricing. Independent Consultants are able to sell Nectr products directly to Retail Customers and product subscriptions to Preferred Customers and Independent Consultant Customers. Associates are NOT eligible to participate in our leadership bonuses, bulk order bonuses or residual compensation.

Product Prices and Bottle/Product Pack Credits

Product prices and Product Packs are based upon customer type (wholesale, retail or preferred Customers) and number of bottles purchased.

Quantity	Product Pack Credits	Wholesale	Preferred	Retail
10 Bottles – sampler		\$32.95	\$33.95	\$35.00
15 Bottles	½ pack- per 30 days	\$48.95	\$50.95	\$52.50
30 Bottles	1 pack-per 30 days	\$74.95	\$84.95	\$105.00
60 Bottles	2 pack- per 30 days	\$134.95	\$144.95	\$210.00
90 Bottles	3 pack- per 30 days	\$189.95	\$199.95	\$315.00
360 Bottles (bulk pack)	6 month eligibility	\$649.95	---	\$1,260.00
720 Bottles (bulk pack)	12 months eligibility	\$1,149.95	---	\$2,520.00
All prices excludes shipping & handling or applicable taxes	All product pack credits expire 30 days after purchase, excluding bulk packs, which provide eligibility as listed above	Independent Consultants and Associates	Auto-Ship Retail Customers	Individual retail orders

Important note- Product pack credits are acquired from a personal purchase, a sale to a retail customer or a sale to a preferred customer.

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Ways to Earn Money.

You have the opportunity to generate immediate cash and earn a lucrative residual income. As an Independent Consultant, you have 3 great ways to earn 7 different types of income, making it fast and easy to make money:

	6 Ways To Earn	Payout Levels	Pay Frequency
Retail Sales	① Retail Profits		Point of Sale
	② Preferred Customer	Bonus and residual	Weekly
Bonuses	③ Fast Start Bonuses	On each Qualified Executive Enroll	Weekly
	④ Leadership Bonuses	Unlimited levels of depth	Weekly
	⑤ Bulk Order Bonuses	Per bulk order purchase	Weekly
Residual Income	⑥ Customer Residual	Up to 7 Levels	Weekly
	⑦ Generational Residual	Up to 2 generations	Weekly

Independent Consultants and Associates must be qualified and eligible to receive compensation payments. See Payment Qualification & Eligibility.

1 Retail Sales

Retail Customers must purchase Nectr products directly from Independent Consultants like you. To build your network of Customers, start by simply selling products to your family and friends. Retail sales provide you with immediate cash. You purchase products at the wholesale price and sell at retail, keeping the difference or profits. You also receive the Product Pack credits for all retail sales. For example:

Quantity	Wholesale	Retail	Profit
30 Bottles – 1 pack	\$74.95	\$105.00	\$30.05
90 Bottles – 3 pack	\$189.95	\$315.00	\$125.05
720 Bottles – 24 pack	\$1,149.95	\$2,520.00	\$1,475.05
*sold at \$3.50 per bottle			

Preferred Customers are retail customers who commit to a monthly auto-ship subscription and receive their products each at a discount from retail. When your Customers enroll to receive their product via auto-ship, Terra Biotech ships their product, collect payments and pays you your commissions automatically – No inventory, no collections and no hassles! Preferred Customer Residuals and Bonuses provide you with a weekly income. Associates are not qualified to participate in Preferred Customer Residuals. See Qualification and Eligibility Requirements.

Preferred Customer Program – 3 & its FREE!

Terra Biotech offers an opportunity for our [Independent Consultants](#) **AND** [Preferred Customers](#) to receive their monthly auto-ship products for free! To receive your monthly auto-ship at no costs simply enroll three (3) Preferred Customers who are each purchasing the equivalent or greater product order as your auto-ship and who have purchased their order in the previous period of 31 days from the date of your auto-ship and your product is free.

[Independent Consultants](#); will be paid their bonuses and residuals on all preferred customers sales, including free products orders.

[Preferred Customers](#); will be provided a management suite including a personal website and virtual back office, which will allow them to refer Terra Biotech products to other Preferred Customers.

***free product excludes shipping & handling and applicable taxes**

Terra Biotech pays Preferred Customers Bonuses to qualified and eligible Independent Consultants each time monthly product subscriptions successfully bill and ship. You also receive Product Pack credits from your Preferred Customers purchases to meet your eligibility requirements.

For each Preferred Customer Shipment, you receive a Preferred Customer Bonus. For example:

Preferred Customer Bonus	Qualified Associate	Qualified Executive	Managing Executive	Senior Executive	Regional VP	National VP	Executive VP
Personal – 10 bottles	\$2.50	\$2.50	\$2.50	\$2.50	\$2.50	\$2.50	\$2.50
Personal – 15 bottles- 1/2 pack	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00
Personal – 30 bottles- 1 pack	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
Personal – 60 bottles- 2 packs	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00
Personal – 90 bottles- 3 packs	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00
You must be qualified and eligible to be paid Preferred Customer Bonuses. See Qualification and Eligibility Requirements. All Product Packs credits expire after 30 days of order date. Product Pack Credits do not roll over.							

For each Preferred Customer shipment an Independent Consultant may also receive Preferred Customer Residuals paid up to 7-Levels. Please see residual income chart under section 3 with Qualification & Eligibility chart on page 11.

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2 Fast Start Bonus, Leadership Bonus, Fast Track to Senior Executive and Bulk Order Bonuses

Fast Start Bonuses provide you with a \$100 one-time cash bonus each time you personally sponsor a Qualified Executive (QE) who purchases/sells products. A QE is an Independent Consultant that generates an auto-ship order with a minimum of 15 bottles (½ pack) within 30 days of enrollment. Where the 15 bottles (½ pack) is not generated within the first 30 day period after enrollment, no Fast Start Bonus is paid. You must be qualified and eligible to be paid Fast Start Bonuses. See Qualification and Eligibility Requirements.

Leadership Bonuses provide you with a \$45 to \$100 bonus each time you or someone on your team in a qualified position personally sponsors a Qualified Executive. Leadership bonuses are paid in addition to the \$100 Fast Start Bonus. Leadership Bonuses are released and paid when the minimum 15 bottles (½ pack) of any Nectr product on an auto-ship order is generated within 30 days of a new Independent Consultant enrollment. You must promote to a Leadership Position to qualify to earn Leadership Bonuses. Terra Biotech offers 4 Leadership Positions: Senior Executive (SE), Regional Vice President (RVP), National Vice President (NVP) and Executive Vice President (EVP). To promote, you must meet the specific performance qualifications for each position. Leadership Bonuses are paid to unlimited levels of depth. Where the 15 bottles (½ pack) of any Nectr product is not generated within the first 30 day period after enrollment, no Leadership Bonuses are paid. You must be qualified and eligible to be paid Leadership Bonuses. See Qualification and Eligibility Requirements and Leadership & Residual Bonus illustration for additional information.

	Position	Senior Executive	Regional Vice President	National Vice President	Executive Vice President
Earn a Fast Start Bonus For Each QE You Personally Sponsor.	Fast Start Bonus	Fast Start Bonus \$100	Fast Start Bonus \$100	Fast Start Bonus \$100	Fast Start Bonus \$100
When You Promote You Qualify For Additional Leadership Bonuses	Leadership Bonus	Senior Executive +\$45	Regional Vice President +\$25	National Vice President +\$15	Executive Vice President +\$15
Your Combined Fast Start & Leadership Bonuses	Personally Sponsored	\$145	\$170	\$185	\$200
You can Earn Unlimited Leadership Bonuses When Your Team of QEs Sponsor new QEs !	Team Leadership Bonuses	\$45	\$70	\$85	\$100
		Paid to unlimited levels of depth!			
Qualified Executives and Managing Executives are qualified to earn the \$100.00 Fast Start Bonus. However you must hold a leadership position of Senior Executive or higher to be qualified to earn Leadership Bonuses.					

FAST TRACK to Senior Executive in 10 days

Fast Track to Senior Executive allows a newly enrolled Qualified Executive to fast track their way to leadership bonuses and achieve the rank of Senior Executive within 10 days of enrollment.

In order to participate in Fast Track to Senior Executive a newly enrolled Qualified Executive (QE) must enroll three new QE's within 10 days of their enrollment. If completed in their initial 10 days as a Terra Biotech Independent Consultant, they will be promoted to Senior Executive status.

***IMPORTANT NOTE-** product packs for rank vary, please refer to rank and eligibility chart and confirm your eligibility for income.

A Bulk Order Bonus is paid to the sponsor of an Independent Consultant who purchases a bulk order, each time a bulk order is purchased, and you (the sponsor) earn this bonus payment as listed in the chart below:

Bulk Order Bonus	Qualified Independent Consultant	Managing Independent Consultant	Senior Independent Consultant	Regional VP	National VP	Independent Consultant VP
360 bottle purchase	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
720 bottle purchase	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00

In addition to the Bulk Order Bonus payment above, you and your upline earn as follows:

360 bottle orders: \$5.00 per level through 7 levels (see chart on following page)

720 bottle orders: \$10.00 per level through 7 levels (see chart on following page)

BULK ORDER PURCHASES MEET YOUR AUTO-SHIP PRODUCT PACK CREDITS AS FOLLOWS:

360 Bottle bulk order = 6 months product pack eligibility- All Ranks

720 Bottle bulk order = 12 months product pack eligibility- All Ranks

3 Residual Income

When you are a Qualified Independent Consultant, Preferred Customer and Independent Consultant Customer Residuals provide you with a weekly income, which is paid on your Preferred & Independent Consultant Customers AND your team's Preferred Customers & Independent Consultant Customers every time their monthly supply of product ships and successfully bills. Preferred Customer and Independent Consultants residuals are paid through 7 levels. Preferred Customers & Independent Consultant Customers receive a discount and purchase products through our Auto-ship Subscription. When your Preferred Customers & Independent Consultant Customers and your team's Preferred Customers & Independent Consultant Customers enroll to receive their product via auto-ship, Terra Biotech ships their product each month, collects payments and pays you your commissions through 7 levels automatically each month – no inventory, no collections and no hassles!

Independent Consultant Customer Residual	Qualified Independent Consultant	Managing Independent Consultant	Senior Independent Consultant	Regional VP	National VP	Independent Consultant VP
Level – 1*	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00
Level – 2*	-	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00
Level – 3 *	-	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00
Level – 4*	-	-	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00
Level – 5*	-	-	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00
Level – 6 *	-	-	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00
Level – 7 *	-	-	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00	\$.50 – 10.00
Preferred Customer residual Commission: 15 pack = \$.50; 30 pack = \$.75; 60 pack = \$1.00; 90 pack = \$1.50 Independent Consultant Customer residual Commission: 10 pack = \$.50; 15 pack = \$1.00; 30 pack = \$2.00; 60 pack = \$4.00; 90 pack = \$5.00, Bulk Order Purchases - 360 pack \$5.00, 720 pack \$10.00						

Preferred & Independent Consultant Customer Earnings Illustration below describes a network of Preferred & Independent Consultant Customers created by you personally sponsoring 3 QE's, enrolling Independent Consultant Customers AND 3 Preferred Customers and each QE's through 7-levels or generations doing the same.

Assumes 3X3	Preferred & Independent Consultant Customers	Monthly 60 bottle on Auto-ship	Independent Consultant Customer Residuals	Preferred Customer Residuals
Level – 1	3	3	\$12	\$3
Level – 2	9	9	\$36	\$9
Level – 3	27	27	\$108	\$27
Level – 4	81	81	\$324	\$81
Level – 5	243	243	\$972	\$243
Level – 6	729	729	\$2,916	\$729
Level – 7	2,187	2,187	\$8,748	\$2,187
Potential Monthly Residual Income			\$13,116.00	\$3,279.00

Typically, a Team will have a combination of Independent Consultant and Preferred Customers. Performance of QEs in your organizations and their ability to enroll Independent Consultant Customers and Preferred Customers will vary – some will sponsor 3 or more and some less. Residual compensation will be greater or less based upon the auto-ship volume and the auto-ship size.

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The chart on page 9 represents an average monthly auto-ship purchase by either an Independent Consultant Customer or Preferred Customer of a 60 bottle purchase and is a hypothetical illustration.

Any earnings information, statements regarding income, or testimonials and examples are used in the Compensation Plan solely to explain the Company's compensation plan and are not representations or guarantees of any earnings or income. Actual income results may vary significantly and are based on many factors, including a Consultant's individual efforts and skills. The Company does not guarantee or imply any specific earnings or income or any success in sponsoring other Independent Consultants.

NVP and EVP Generational Residuals provide you with a weekly income, which is paid every time your Independent Consultant customers **AND** your team's Independent Consultant customers monthly supply of product ships and successfully bills – through 2 Generations of National Vice Presidents and 2 Generations of Executive Vice Presidents. When your customers and your team's customers enroll to receive their product via auto-ship, we ship their product each month, collect payments and pay you your commissions automatically each month – No inventory, no collections and no hassles! You must be qualified and eligible to be paid Generational Residuals. See Qualification and Eligibility Requirements and Leadership Bonus & Residual Illustration.

Generational Customer Residual	Senior Executive	Regional VP	National VP	Executive VP
Level – 1*	-	-	\$1.50	\$1.50
Level – 2 *	-	-	\$1.50	\$1.50

Generation residuals are paid on Independent Consultant Customers only. You must have a current pay rank of NVP or EVP to qualify for Generation residuals.

Generational residuals are as follows: 15 bottle -\$.50, 30 bottle- \$.75, 60 bottle- \$1.00, *90 bottle- \$1.50. (above example is based on a 90 bottle purchase)

Payment Schedule- Weekly

Terra Biotech pays Fast Start Bonuses, Leadership Bonuses, Bulk Order Bonuses and Customer Residuals income weekly. Pay periods run from Monday – Sunday with payments releasing each following Friday.

Commission Type	Pay Schedule	Paid
Preferred Customer Residual	Monday – Sunday	Following Friday
Preferred Customer Bonuses	Monday – Sunday	Following Friday
Fast Start Bonuses	Monday – Sunday	Following Friday
Leadership Bonuses	Monday – Sunday	Following Friday
Bulk Order Bonuses	Monday – Sunday	Following Friday
Independent Consultant Customer Residual	Monday – Sunday	Following Friday
Generational Customer Residual	Monday – Sunday	Following Friday

Terra Biotech provides several convenient options to receive your compensation each week. We offer you the option to have your compensation directly deposited into your bank account or to receive a company issued check. Please review Terra Biotech policies and procedures for fees associated with these payment options and look in your virtual back office to set up your preferred method.

Example: If the pay period started on Monday, August 1st, the pay period would end on Sunday, August 7th. Your weekly payment is forwarded into your designated bank account or by Company check on Friday, August 12th. When a bank holiday(s) falls on a Friday, payment will be released the next business day (following Monday). Please see Policies and Procedures for further information.

Qualification & Eligibility Requirements

In order to be paid you must be QUALIFIED TO EARN and ELIGIBLE TO BE PAID. You are required to meet specific qualifications to achieve Qualified Associate or Qualified Executive status and to promote to each of our 4 Leadership Positions. Once you become a Qualified Executive and promote to a Leadership Position(s), you are QUALIFIED TO EARN leadership compensation, depending on the position(s) you attain/hold.

In addition to being QUALIFIED TO EARN compensation, you must also be ELIGIBLE TO BE PAID. Payment eligibility requires you to maintain an active annual membership (\$45 per year), a specified number of product pack credits and active Qualified Executives each month. Requirements vary by position. Qualification and eligibility are checked at the close of each pay period.

Promotion Qualifications	Qualified Associate	Qualified Executive	Managing Executive	Senior Executive	Regional VP	National VP	Executive VP
Total QE's	Associate Package	Executive Package	2 (2 personally sponsored)	6 (2 personally sponsored)	200 (4 personally sponsored)	800 (8 personally sponsored)	2500 (10 personally sponsored)
Payment Eligibility				Please see Fast Track to Senior Executive for variation			
Monthly Bottles – Product Pack credits	15 bottles- ½ pack	15 bottles- ½ pack	15 bottles- ½ pack	30 bottles- 1 pack	30 bottles- 1 pack	60 bottles- 2 pack	60 bottles- 2 pack
Active Personally Sponsored	0	0	2	2	4	8	10
Annual Subscription	Active	Active	Active	Active	Active	Active	Active
Compensation							
Retail Customer Profit	■	■	■	■	■	■	■
Preferred Customer Bonus	■	■	■	■	■	■	■
Bulk Order Bonus		■	■	■	■	■	■
Preferred Customer Residual		■ Level 1	■ Level 1-3	■ Level 1-7	■ Level 1-7	■ Level 1-7	■ Level 1-7
Fast Start Bonus		■ \$100	■ \$100	■ \$100	■ \$100	■ \$100	■ \$100
Independent Consultant Customer Residual		■ Level 1	■ Level 1-3	■ Level 1-7	■ Level 1-7	■ Level 1-7	■ Level 1-7
Leadership Bonus				■ \$45	■ \$45 + \$25	■ \$45 + \$25 + 15	■ \$45 + \$25 + \$15 + 15
Generational Independent Consultant Customer Residual						■ 2 Generations of NVPs	■ 2 Generations of EVPs

For additional information, one must contact the (www.mlmlegal.com) company.

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

NA

Company Website: www.terrabiotech.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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