



BELLADREAMS

JANUARY 12TH -14TH, 2024

Tulum, Mexico

BELLADREAMS 2024

Tulum, Mexico

The Hilton Tulum Riviera Maya is an all-inclusive resort located in the beautiful country of Mexico. We will indulge in next-level pampering and fun (and when we say all-inclusive, we mean it!) From 8 resort pools to 13 restaurants and bars, you'll never be short on options to tantalize your taste buds or soak up some rays!



The resort's exclusive Family Zone and ultimate luxury spa will make sure that everyone in the BELLAME family gets the pampering they deserve. And let's not forget the stunning private balconies offering breathtaking views.

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Tulum, Mexico

QUALIFICATION PERIOD:
MAY 2023 - OCTOBER 2023

LEVEL 1= 15,000 POINTS

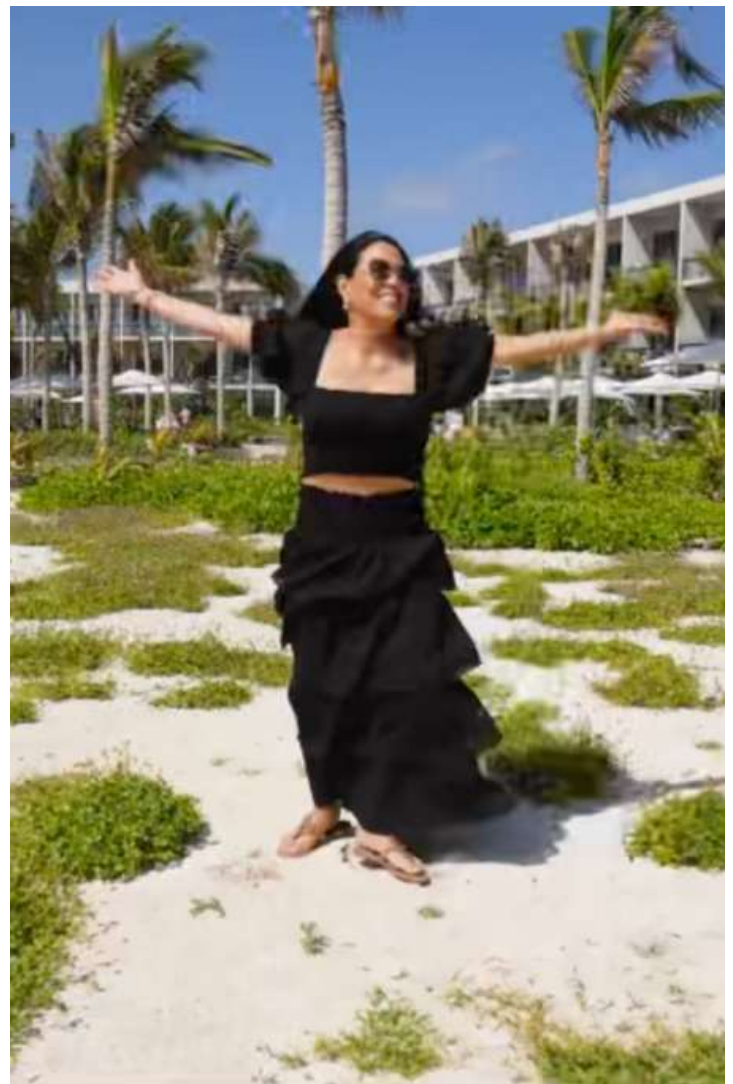
- Registration for the event
- Shared Occupancy Hotel Room for 3 nights

LEVEL 2= 20,000 POINTS

- Registration for the event
- Shared Occupancy Hotel Room for 3 nights
- \$500 Travel Bonus Deposit

LEVEL 3= 35,000 POINTS

- Registration for the event + Guest
- Private Hotel Room for 3 nights
- \$1,000 Travel Bonus Deposit
- VIP Exclusive Gift & Reception



Qualification Levels & Points required:

- LEVEL 1 = 15,000 POINTS
- LEVEL 2 = 20,000 POINTS
- LEVEL 3 = 35,000 POINTS

You can earn points by building your BELLAME business through multiple categories:



Sponsoring Brand Partners: Earn points for new partners you sponsor. Points will be based on the product selection your new partners choose.

Personal Sales: As you build your business, we will count all of your Personal Sales as long as you do a minimum of 500!

Mentor Points: Guide your partners to new ranks and be rewarded each month for their achievements.

Rank Promotion: Achieve a new rank during the qualification period and be rewarded beautifully for it!

Rank Maintenance: We know you are working to advance, and we want to reward you as you do. For each month of the qualification period, you will be rewarded for your paid as rank!

Sponsoring Points - Sponsor new Brand Partners as you build your business, earn points based on their qualifying product purchase:

SPONSORING POINTS

New Partner spends	Points
\$99	100
\$100 - \$199	150
\$200 - \$299	200
\$300 +	250

Earn points for each new Partner that you sponsor during the qualification period. Points are based on the qualifying starter kit order of your new Partner. Maximum points per New Partner: 250.

Example: Mary enrolls Laura. Laura purchases a Brand pack at \$150, so Mary will earn 150 points sponsoring points. If Mary adds \$100 in product to that \$150 Brand pack that is $\$150 + \$100 = \$250$, so Mary will earn 200 sponsoring points towards qualifications.

Personal Sales - Personal Sales are a critical part of your growth. As you build your tribe of Beauty Passport Customers and participate in retail sales, you will establish a base of income. For every month that you exceed \$500, you will earn 1 point for every dollar!

PERSONAL SALES POINTS

1 point for every \$1	Points
\$500	500
\$1,000	1,000
\$1,831	1,831
\$2,000	2,000

Personal SELLING allows you to earn up to 40% for retail sales and up to 35% for Beauty Passport Sales. Now, in addition, you will also earn points towards the BELLAME dreams trip. The higher your personal sales, the more you earn both in dollars and points!

Example: Terri is working toward Director. Terri enrolls 5 Beauty Passport Customers who combine to purchase \$750. Terri purchases \$250 personally. Terri also hosts two events that generate \$888 in sales. Terri's total Personal Sales are \$1,888. Terri earns 1,888 points for the month!

Mentor Points - Building a BELLAME business is about guiding your partners to new, higher ranks. The more your Tribe succeeds, the more you succeed. During the qualification period, earn points based on the new rank or ranks achieved by your Directors.

MENTOR POINTS

New Director	100
New Sr Director	250
New Exec Director	300
New Diamond Director	400
New Sr. Diamond Director	500
New Exec Diamond Director	1,000
New Platinum Exec Director	1,250
New Presidential Director	2,000

As you focus on building your Tribe, one of the key activities is guiding members of your tribe to new ranks. Their success is part of your success and guiding them to higher ranks and higher incomes should be a significant part of your goal. When your partner advances in rank, you will earn mentor points each and every month they are at that rank.

Example: Cassie is a Sr. Director who sponsored Becky. Becky achieves the rank of Director in April. Cassie earns 100 mentor points. In May & June, Becky is paid as a Director and Cassie earns 100 points for each month. In July, Becky achieves Sr Director, so Cassie earns 250 + 100 points for July! In August Becky was paid as a Sr. Director so Cassie earned another 350 points for a total of 1,200 points!

Rank Promotion - As you follow the activities that lead you to success, growing in rank becomes so achievable. We want to reward you for that! Each time you increase in rank during the qualification period, you can earn Rank Promotion points! (Yes, you can earn multiple ranks!)

RANK PROMOTION POINTS

Director	1,500
Sr Director	2,500
Exec Director	3,750
Diamond Director	5,000
Sr. Diamond Director	7,500
Exec Diamond Director	10,000
Platinum Exec Director	15,000
Presidential Director	20,000

You will earn points in the month you promote to a new higher rank. You can earn two ranks in the same month or more! In the month of promotion, you do not earn maintenance points for the new ranks.

Example: Aaron is a Director who promotes 4 new Directors in May. Aaron achieves the rank of Diamond Director. That is an increase of 3 ranks so Aaron earns 11,250 points for May.



Rank Maintenance - Rank Maintenance points are awarded for maintaining paid status. Each month, from May 2023 through October 2023, you will earn points based on the chart below.

RANK MAINTENANCE POINTS

Director	250
Sr Director	500
Exec Director	750
Diamond Director	1,000
Sr. Diamond Director	1,000
Exec Diamond Director	2,000
Platinum Exec Director	2,000
Presidential Director	4,000

In the month of a rank promotion, you will not earn Rank Maintenance points.

Example: Using the same example from the prior page, Aaron is a Director who promotes 3 new Directors in May. Aaron achieves the rank of Diamond Director. That is an increase of 3 Ranks so Aaron earns 11,250 points for May.

In addition, Aaron has the opportunity to earn Rank Maintenance points for maintaining the promoted title.

For example, in June, if all 3 Directors are maintained, Aaron will hold the paid as title of Diamond Director and earn 1,000 points for Rank Maintenance.

The Small Print

BELLAME reserves the right to adjust the small print as needed. It is our intention to reward you for your efforts in building a BELLAME business and look forward to celebrating your success in Tulum!

Points have no economic value. Points are earned and used for qualification levels towards BellaDreams in January of 2024.

Points are not transferable. Points earned by a specific business can only be used by that business towards their qualification. Only the registered, active, Brand Partner can use the points for travel. If the partner can't travel and does not have a registered partner/spouse, the trip is void.

Rank promotion is based on a new, first-time achieved rank. If rank achieved had been held prior, then rank maintenance points can be earned.

Personal Sales points are earned at 1 point for every dollar spent. If a retail order or Beauty passport order is returned, the points will be deducted.

To attend a BELLAME Beauty Inc. sponsored event, Brand Partners must be active and in good standing, according to the Policies and Procedures. By attending a BELLAME Beauty Inc. event, Partners will need to review and accept The Event & Travel Waiver during registration.

The Small Print

Mentor Points - The minimum rank to earn mentor points is paid Sr. Director. If your first generation has achieved a new rank, but you are not paid as a Sr. Director that month, you will not earn those points.

Mentor points are awarded monthly through the qualification period. Your first-generation Director or above must have achieved a new rank, and be paid at that rank for each month you earn points.

You can earn multiple points in any given month. If your first generation was a paid Director in May and achieved the rank of Exec Director in June, you would earn 250 Mentor points for Sr. Director and 300 Mentor points for Exec Director for a total of 550 points! For each month your first-generation maintains the Exec Director rank, you would earn 550 points.

Mentor points are based on the increase in rank for first-generation Directors and above. April will be used as a base.

Example: If Hector was a first-generation Director in May, but a Brand Partner in June and July, and regained his Director status in August, you will not earn Mentor points for Hector. Hector will not earn rank promotion points but will earn rank maintenance points.

Rank Maintenance - You will earn points based on the paid rank you have in the month.

Points can only be used to earn one of the three levels. The highest tier level qualified will be awarded.

Example: You earned 27,000 points during the qualification period. You earned a level 1 award, you can't combine and claim a level 1 and level 2.

Level 1: Level 1 award will include registration for 1 guest. This will provide access to all BELLAME events and all BELLAME goodies! This will also include single occupancy (a shared room with another BellaDreams achiever) for 3 nights with arrival on January 12th and check out on January 15th. The hotel is an all-inclusive hotel so all food and drink are also included!

Level 2: Level 2 award will include registration for 1 guest. This will provide access to all BELLAME events and all BELLAME goodies! This will also include single occupancy (a shared room with another BellaDreams achiever) for 3 nights with arrival on January 12th and check out on January 15th. The hotel is an all-inclusive hotel so all food and drink are also included!

In addition to all of that, you will also get a \$500 Airfare credit. It is recommended that you book your air travel in advance to get the best possible deal on your airfare. Credit will be paid to you on November 5th, 2023.

Level 3: Level 3 award will include registration for an achiever and a guest (18 years or older). This will provide access to all BELLAME events and all BELLAME goodies! This will also be a private room for 3 nights with arrival on January 12th and check out on January 15th. The hotel is an all-inclusive hotel so all food and drink are also included!

In addition to all of that, you will also get a \$1,000 Airfare credit. It is recommended that you book your air travel in advance to get the best possible deal on your airfare. Credit will be paid to you on November 5th, 2023.

Frequently Asked Questions:

I was a partner previously but became inactive. In April I decided to re-activate my account. Can I participate in the BellaDreams trip?

Yes! You are welcome to participate in the BellaDreams trip.

I am a Beauty Passport Customer and decided I want to participate in the BellaDreams trip, can I?

Yes! All you need to do is upgrade to Partner status. If you are the enroller, you also will earn New Partner points for the upgrade!

What if my Partner added individual products to their initial enrollment order, will those count?

Yes, all products added to this order will count towards points. Remember points are issued for the price qualifying order only, you do not get points for taxes nor Shipping & Handling.

I had a partner who became inactive over six months ago. If they resign, will I earn new partner points for that?

Yes, Brand Partners that were no longer active will count as new partners during the qualification period.

I advanced from Executive Director to Senior Diamond Director in June. I got 12,500 points. I also maintained the rank of Senior Diamond Director and only got 1,000 points in July. Why?

Rank promotion points are one-time points. So you earned 5,000 points for Diamond Director and 7,500 for Sr Diamond Director for a total of 12,500 in June. In July you earned 1,000 Maintenance points for Sr. Diamond Director.

Frequently Asked Questions:

Are Personal Sales points cumulative? In other words, if I did \$450 in May, \$300 in June, and \$1,500 in July would I earn 2,250 points?

No, points are not cumulative. Points are earned month to month based on your personal sales in that month. If you did \$450 in May and \$300 in June, you would not earn any points. In July you would earn 1,500 points.

Do you round cents? I did 1,523.55 in May, how many points will I earn?

We don't round cents, so you would earn 1,523 points.

What if I was a paid Director in May and June, but had a personal challenge that caused me to miss my rank in July and August. I regained it in September and was even promoted to Sr. Director in September. Do I lose the points from May & June?

No, points earned during the qualification period are considered yours. They are added to your 'point bank' and remain there through the entire qualification period.

What if I was a Director who was promoted to Exec Director in May, I earned promotion bonuses for Sr. Director & Exec Director that month. I understand I did not earn maintenance points that month, but in June and July, will I get Rank Maintenance for Sr Director & Exec Director?

No, Rank maintenance points are awarded based on the paid rank for the month. If in June you were paid as an Exec Director, you would earn 750 points. In July you would also earn 750 points.

Frequently Asked Questions:

I was a Director in April and May. In June, I promoted Sandra to Director. Unfortunately, I was unable to meet the Director requirements and therefore was not a Sr. Director. Will I earn points for Sandra? What if I return to Director later?

When you promote a Director, you need to also meet the requirements so you are paid as Sr. Director. You must be a Sr. Director to earn Mentor points. If you regain your Director status later, you will automatically become a Sr. Director and you will earn points at that time.

What happens in the month I promoted Sandra, does anyone earn points?

In the month you promote a Director but do not meet the requirement for Sr. Director, no one earns Mentor points. The following month, you or your upline Director will earn Mentor points.