



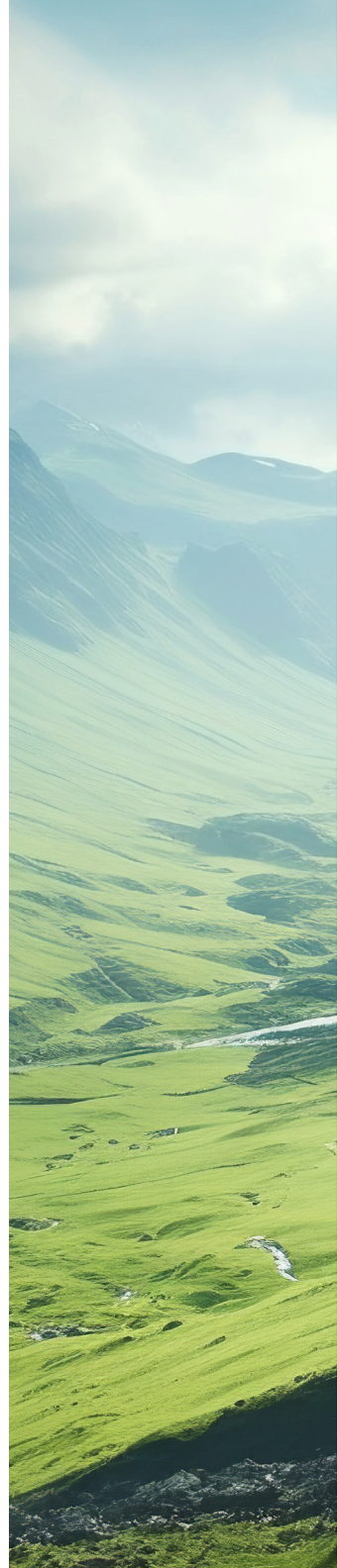
live cleaner, safer, better.™

Success Builder  
A career that changes the world

# The Norwegian Experience

At Norwex we promote a simpler, better way of living, from the plant-based ingredients we use in our safer, more effective home and personal care products, to the one-of-a-kind microfiber yarn made from recycled bottles. And our vibrant community offers the opportunity to live life to its fullest by earning income and rewards, developing lifelong friendships, and giving back to those in need.

Thank you for joining us!



A scenic landscape of a mountain valley. In the foreground, there are rocky, moss-covered slopes. A river winds through the valley floor, surrounded by lush green grass. In the background, there are high, jagged mountain peaks under a cloudy sky.

### **Live cleaner**

by reducing harmful chemicals  
and waste.

### **Live safer**

by reducing the impact of toxins  
in your home and on your body.

### **Live better**

by helping others adopt a  
healthier way of life.

# Consultant

## As an independent Norwex Consultant, you receive

- 35% Retail Discount on your Personal Retail Sales (no minimum sales required)
- Receive your Starter Kit free\* when you reach \$1,000 in Personal Retail Sales in 30 days or \$2,000 in 90 days
- \$300 in Norwex Discounts for each Qualified Personal New Consultant
- An opportunity to earn gifts and rewards from sales and Team-Building efforts

## Requirement to maintain status

- You must maintain a minimum of \$250 in cumulative Personal Retail Sales in a rolling three-month period to remain Active
- If this requirement is not met for six (6) consecutive months, your account is considered Dormant, and a Reactivation Fee will be charged
- If a Consultant has \$0 in Personal Retail Sales for twelve (12) consecutive months, they will be removed from the organization

## Qualified Personal New Consultant

A Consultant you personally add to your Team who meets the minimum retail sales requirement

Note: All entitlement calculations are based on Personal Retail Sales values only.

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# Team Coordinator

## Qualifying requirements

- Minimum of 3 Engaged Personal Consultants
- Must submit a minimum of \$250 in Personal Retail Sales in the qualifying month

## Team Coordinator benefits

- 35% Retail Discount on Personal Retail Sales
- \$300 in Norwex Discounts for each Qualified Personal New Consultant
- An opportunity to earn gifts and rewards from sales and Team-Building efforts
- 3% Commission on Retail Sales from Personal Consultants
- Eligible for \$100 Promote and Grow Bonus
- Eligible for the Matching Promote and Grow Bonus

## Requirement to maintain status and commissions

- Must submit a minimum of \$250 in Personal Retail Sales in each calendar month to be eligible for Commission on your Personal Consultants' Retail Sales
- Must maintain a minimum of 3 Personal Active Consultants
- Consultants not meeting requirements for this Level for six (6) consecutive months (and not receiving Commission at this Level for six (6) consecutive months) will be Repositioned



# Sales Leader

## Qualifying requirements

- Minimum of 5 Engaged Personal Consultants
- Minimum of 10 Engaged Consultants in your Commissionable Downline (Personal Consultants included)
- Must submit a minimum of \$250 in Personal Retail Sales in the qualifying month

## Sales Leader benefits

- 35% Retail Discount on Personal Retail Sales
- \$300 in Norwex Discounts for each Qualified Personal New Consultant
- An opportunity to earn gifts and rewards from sales and Team-Building efforts
- 5% Commission on Group Retail Sales, except for Personal Consultants of a Team Coordinator
- 2% Commission on Personal Consultants' Retail Sales of Team Coordinators in your Group
- 1% Commission on 1st Level Retail Sales (Level is point of Breakaway; Sales Leader is Level of Breakaway)
- Eligible for \$150 Promote and Grow Bonus
- Eligible for the Matching Promote and Grow Bonus

## Requirement to maintain status and commissions

- Must submit a minimum of \$300 in Personal Retail Sales in each calendar month to receive Commission on Commissionable Downline Retail Sales
- Must maintain a minimum of 10 Active Consultants in your Commissionable Downline at all times, of which 5 must be your Personal Consultants
- Consultants not meeting requirements for this Level for six (6) consecutive months (and not receiving Commission at this Level for six (6) consecutive months) will be Repositioned

\*The Starter Kit is provided at no charge, except for \$9.95 shipping and handling plus tax where applicable, to a New Independent Consultant who meets or exceeds the minimum Personal Retail Sales requirement for the Starter Kit selection. A New Independent Consultant who fails to satisfy this criteria will be billed \$200 plus tax. Kit contents subject to change.



# Executive Sales Leader

## Qualifying requirements

- Minimum of 10 Engaged Personal Consultants
- Minimum of 25 Engaged Consultants in your Commissionable Downline (Personal Consultants included)
- Must submit a minimum of \$300 in Personal Retail Sales in the qualifying month

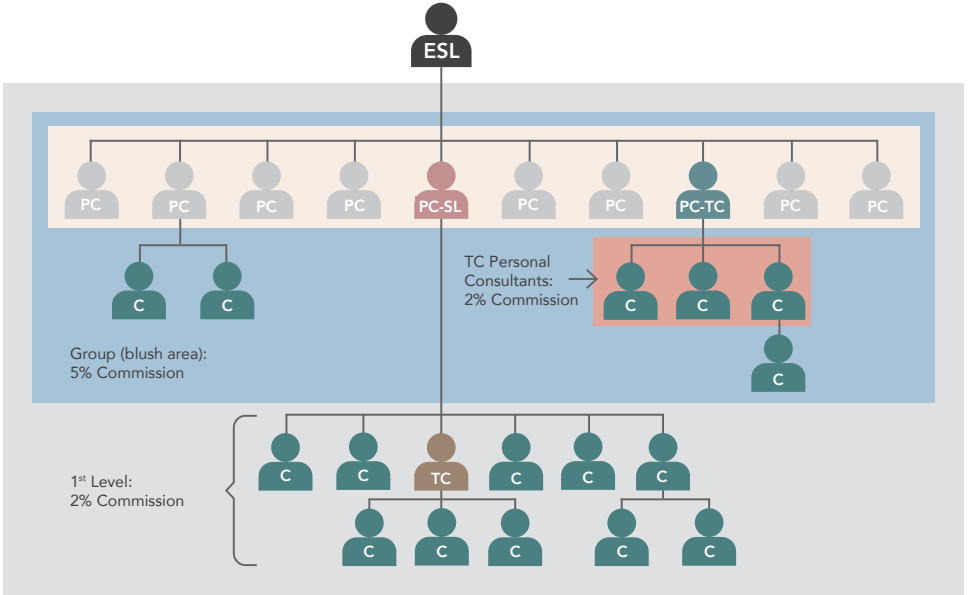
## Executive Sales Leader benefits

- 35% Retail Discount on Personal Retail Sales
- \$300 in Norwex Discounts for each Qualified Personal New Consultant
- An opportunity to earn gifts and rewards from sales and Team-Building efforts
- 5% Commission on Group Retail Sales, except for Personal Consultants of a Team Coordinator
- 2% Commission on Personal Consultants' Retail Sales of Team Coordinators in your Group
- 2% Commission on 1st Level Retail Sales
- Eligible for the Matching Promote and Grow Bonus

## Requirement to maintain status and commissions

- Must submit a minimum of \$400 in Personal Retail Sales in each calendar month to receive earnings on Commissionable Downline Retail Sales
- Must maintain a minimum of 25 Active Consultants in your Commissionable Downline at all times, of which 10 must be your Personal Consultants
- Consultants not meeting requirements for this Level for six (6) consecutive months (and not receiving Commission at this Level for six (6) consecutive months) will be Repositioned

# Overview of an Executive Sales Leader's Commissionable Downline



PC = Personal Consultant  
 C = Consultant  
 TC = Team Coordinator  
 SL = Sales Leader  
 ESL = Executive Sales Leader

- The cream area shows the Personal Consultants. (Must maintain a minimum of 10.)
- The blue area shows the Group (which includes Personal Consultants). Earn 5% Commission on Group Retail Sales, except on Personal Consultants of a Team Coordinator.
- The red area shows the Consultants of Team Coordinators in the Group. Earn 2% Commission on Personal Consultants' Retail Sales of a Team Coordinator.
- The bracket shows the 1st Level (any Consultant in the Group who has been promoted to Sales Leader or higher. The Leader stays in the Group; the Leader's Team moves to 1st Level.) Earn 2% Commission on 1st Level Retail Sales.
- The grey area shows the entire Commissionable Downline, which consists of all Consultants on whom an Executive Sales Leader is eligible to receive Commission. (Must maintain a minimum of 25.)

# Senior Executive Sales Leader

## Qualifying requirements

- Minimum of 25 Engaged Personal Consultants
- Minimum of 75 Engaged Consultants in your Commissionable Downline (Personal Consultants included)
- Must submit a minimum of \$400 in Personal Retail Sales in the qualifying month

## Senior Executive Sales Leader benefits

- 35% Retail Discount on Personal Retail Sales
- \$300 in Norwex Discounts for each Qualified Personal New Consultant
- An opportunity to earn gifts and awards from sales and Team-Building efforts
- 5% Commission on Group Retail Sales, except for Personal Consultants of a Team Coordinator
- 2% Commission on Personal Consultants' Retail Sales of Team Coordinators in your Group
- 2% Commission on 1st Retail Sales Level
- 1% Commission on 2nd Retail Sales Level
- Eligible for the Matching Promote and Grow Bonus
- Eligible for a \$250 Monthly Car Bonus
- Assigned Consultants will count as Personal Consultants toward your Personal Active Consultants' total for all Maintenance Requirements and qualification for Vice President Sales Leader and above
- Awarded Norwex Red Jacket

## Requirement to maintain status and commissions

- Must submit a minimum of \$550 in Personal Retail Sales in each calendar month to receive Commission on Commissionable Downline Retail Sales
- Must maintain a minimum of 75 Active Consultants in your Commissionable Downline at all times, of which 25 must be your Personal and Assigned Consultants
- Consultants not meeting requirements for this Level for six (6) consecutive months (and not receiving Commission at this Level for six (6) consecutive months) will be Repositioned







# Vice President Sales Leader

## Qualifying requirements

- Minimum of 45 Engaged Personal and Assigned Consultants
- Minimum of 200 Engaged Consultants in your Commissionable Downline (Personal and Assigned Consultants included)
- Must submit a minimum of \$550 in Personal Retail Sales in the qualifying month

## Vice President Sales Leader benefits

- 35% Retail Discount on Personal Retail Sales
- \$300 in Norwex Discounts for each Qualified Personal New Consultant
- An opportunity to earn gifts and awards from sales and Team-Building efforts
- 5% Commission on Group Retail Sales, except for Personal Consultants of a Team Coordinator
- 2% Commission on Personal Consultants' Retail Sales of Team Coordinators in your Group
- 2% Commission on 1st Level Retail Sales
- 1% Commission on 2nd Level Retail Sales
- 1% Commission on 3rd Level Retail Sales
- Eligible for the Matching Promote and Grow Bonus
- Eligible for a \$500 Monthly Car Bonus
- Assigned Consultants will count as Personal Consultants toward your Personal Active Consultants' total for all Qualifying and Maintenance Requirements
- Awarded Norwex Black Scarf

## Requirement to maintain status and commissions

- Must submit a minimum of \$750 in Personal Retail Sales in each calendar month to receive Commission on Commissionable Downline Retail Sales
- Must maintain a minimum of 200 Active Consultants in your Commissionable Downline at all times, of which 35 must be your Personal and Assigned Consultants
- Consultants not meeting requirements for this Level for six (6) consecutive months (and not receiving Commission at this Level for six (6) consecutive months) will be Repositioned

# Executive Vice President Sales Leader

## Qualifying requirements

- Minimum of 65 Engaged Personal and Assigned Consultants
- Minimum of 400 Engaged Consultants in your Commissionable Downline (Personal and Assigned Consultants included)
- Must submit a minimum of \$675 in Personal Retail Sales in the qualifying month

## Executive Vice President Sales Leader benefits

- 35% Retail Discount on Personal Retail Sales
- \$300 in Norwex Discounts for each Qualified Personal New Consultant
- An opportunity to earn gifts and awards from sales and Team-Building efforts
- 5% Commission on Group Retail Sales, except for Personal Consultants of a Team Coordinator
- 2% Commission on Personal Consultants' Retail Sales of Team Coordinators in your Group
- 2% Commission on 1st Level Retail Sales
- 1% Commission on 2nd Level Retail Sales
- 1% Commission on 3rd Level Retail Sales
- 0.5% Commission on 4th Level Retail Sales
- Eligible for the Matching Promote and Grow Bonus
- Eligible for a \$500 Monthly Car Bonus
- Assigned Consultants will count as Personal Consultants toward your Personal Active Consultants' total for all Qualifying and Maintenance Requirements
- Awarded Norwex Black Jacket
- Awarded custom Norwex Executive Vice President Sales Leader Pin
- Invitation to attend the annual North America Black Jacket Meeting
- Access to the Executive Vice President Sales Leader Build Back program
- Opportunity to achieve permanent Black Jacket title

## Requirement to maintain status and commissions

- Must submit a minimum of \$1,000 in Personal Retail Sales in each calendar month to receive Commission on Commissionable Downline sales
- Must maintain a minimum of 400 Active Consultants in your Commissionable Downline at all times, of which 55 must be your Personal and Assigned Consultants
- Consultants not meeting requirements for this Level for six (6) consecutive months (and not receiving Commission at this Level for six (6) consecutive months) will be Repositioned

# Senior Vice President Sales Leader

## Qualifying requirements

- Minimum of 85 Engaged Personal and Assigned Consultants
- Minimum of 600 Engaged Consultants in your Commissionable Downline (Personal and Assigned Consultants included)
- Must submit a minimum of \$750 in Personal Retail Sales in the qualifying month

## Senior Vice President Sales Leader benefits

- 35% Retail Discount on Personal Retail Sales
- \$300 in Norwex Discounts for each Qualified Personal New Consultant
- An opportunity to earn gifts and awards from sales and Team-Building efforts
- 5% Commission on Group Retail Sales, except for Personal Consultants of a Team Coordinator
- 2% Commission on Personal Consultants' Retail Sales of Team Coordinators in your Group
- 2% Commission on 1st Level Retail Sales
- 1% Commission on 2nd Level Retail Sales
- 1% Commission on 3rd Level Retail Sales
- 1% Commission on 4th Level Retail Sales
- 0.5% Commission on 5th Level Retail Sales
- Eligible for the Matching Promote and Grow Bonus
- Eligible to earn a Senior Vice President Sales Leader Growth Bonus
- Eligible for a \$500 Monthly Car Bonus
- Assigned Consultants will count as Personal Consultants toward your Personal Active Consultants' total for all Qualifying and Maintenance Requirements
- Awarded Norwex Red Scarf
- Awarded custom Norwex Senior Vice President Sales Leader Pin
- Invitation to attend the annual North America Black Jacket Meeting
- One-time trip to Norwex Manufacturing Plant in China or trip to Norway
- Opportunity to achieve permanent Black Jacket title

## Requirement to maintain status and commissions

- Must submit a minimum of \$1,000 in Personal Retail Sales in each calendar month to receive Commission on Commissionable Downline Sales
- Must maintain a minimum of 600 Active Consultants in your Commissionable Downline at all times, of which 75 must be your Personal and Assigned Consultants
- Consultants not meeting requirements for this Level for six (6) consecutive months (and not receiving Commission at this Level for six (6) consecutive months) will be Repositioned



# Emerald Senior Vice President Sales Leader

## Qualifying requirements

- For a period of 2 consecutive months:
  - Have 8 or more paid at the title of Sales Leader or above in your Personal Group, with a minimum of 2 who are paid at the Senior Executive Sales Leader Level or above
  - Be paid at the title of Senior Vice President Sales Leader
  - Have a minimum of 2,000 Active Commissionable Downline Consultants

## Emerald Senior Vice President Sales Leader benefits

- 35% Retail Discount on Personal Retail Sales
- \$300 in Norwex Discounts for each Qualified Personal New Consultant
- An opportunity to earn gifts and awards from sales and Team-Building efforts
- 5% Commission on Group Retail Sales, except for Personal Consultants of a Team Coordinator
- 2% Commission on Personal Consultants' Retail Sales of Team Coordinators in your Group
- 2.5% Commission on 1st Level Retail Sales
- 1% Commission on 2nd Level Retail Sales
- 1% Commission on 3rd Level Retail Sales
- 1% Commission on 4th Level Retail Sales
- 0.5% Commission on 5th Level Retail Sales
- Eligible for the Matching Promote and Grow Bonus
- Eligible to earn Senior Vice President Sales Leader Growth Bonus
- Eligible for a \$750 Monthly Car Bonus
- Assigned Consultants will count as Personal Consultants toward your Personal Active Consultants' total for all Qualifying and Maintenance Requirements
- Awarded Norwex Emerald Scarf
- Awarded custom Norwex Emerald Senior Vice President Sales Leader Pin
- Invitation to attend the annual North America Black Jacket Meeting
- Opportunity to achieve permanent Black Jacket title

## Requirement to maintain status and commissions

- Have 8 or more paid at the title of Sales Leader or above in your Personal Group, with a minimum of 2 who are paid at the Senior Executive Sales Leader Level or above
- Be paid at the title of Senior Vice President Sales Leader
- Must maintain a minimum of 2,000 Active Commissionable Downline Consultants
- Consultants not meeting requirements for this Level for six (6) consecutive months (and not receiving Commission at this Level for six (6) consecutive months) will be Repositioned

# Silver Senior Vice President Sales Leader

## Qualifying requirements

- For a period of 3 consecutive months:
  - Have 12 or more paid at the title of Sales Leader or above in your Personal Group, with a minimum of 4 who are paid at the Senior Executive Sales Leader Level or above
  - Be paid at the title of Senior Vice President Sales Leader
  - Have a minimum of 4,000 Active Commissionable Downline Consultants

## Silver Senior Vice President Sales Leader benefits

- 35% Retail Discount on Personal Retail Sales
- \$300 in Norwex Discounts for each Qualified Personal New Consultant
- An opportunity to earn gifts and awards from sales and Team-Building efforts
- 5% Commission on Group Retail Sales, except for Personal Consultants of a Team Coordinator
- 2% Commission on Personal Consultants' Retail Sales of Team Coordinators in your Group
- 3% Commission on 1st Level Retail Sales
- 1% Commission on 2nd Level Retail Sales
- 1% Commission on 3rd Level Retail Sales
- 1% Commission on 4th Level Retail Sales
- 0.5% Commission on 5th Level Retail Sales
- Eligible for the Matching Promote and Grow Bonus
- Eligible to earn Senior Vice President Sales Leader Growth Bonus
- Eligible for a \$1,000 Monthly Car Bonus
- Assigned Consultants will count as Personal Consultants toward your Personal Active Consultants' total for all Qualifying and Maintenance Requirements
- Awarded Norwex Silver Scarf
- Awarded custom Norwex Silver Senior Vice President Sales Leader Pin with Diamond
- Invitation to attend the annual North America Black Jacket Meeting
- Automatic Incentive Trip Qualifier for Trip for 1 + Airfare
- Additional trip to Norwex Manufacturing Plant in China or trip to Norway
- Opportunity to achieve permanent Black Jacket title

## Requirement to maintain status and commissions

- Have 12 or more paid at the title of Sales Leader or above in your Personal Group, with a minimum of 4 who are paid at the Senior Executive Sales Leader Level or above
- Be paid at the title of Senior Vice President Sales Leader
- Must maintain a minimum of 4,000 Active Commissionable Downline Consultants
- Consultants not meeting requirements for this Level for six (6) consecutive months (and not receiving Commission at this Level for six (6) consecutive months) will be Repositioned



# Glossary of terms

**Retail Discount** Discount the Consultant receives on the retail product price.

**Norwex Discounts** Rewards can be earned by both Consultants and Hosts and used toward product purchases. Consultants earn through the Bright Start Program, by hosting an Event, and other incentive offers. Hosts earn Norwex Discounts based on purchases when they are hosting an event or by sharing their referral link.

**New Consultant** A Consultant who is within his or her first 90 days of joining Norwex.

**Qualified Personal New Consultant** A New Consultant you personally add to your Team who meets the minimum retail sales requirement of \$1,000 in Personal Retail Sales in 30 days or \$2,000 in Personal Retail Sales in 90 days.

**Engaged Consultant** A Consultant who submits \$250 in Personal Retail Sales in a month is considered Engaged for that month only.

**Active Consultant** A Consultant who maintains cumulative Personal Retail Sales of \$250 or more within a rolling three-month calendar cycle is considered Active.

**Inactive Consultant** A Consultant who maintains cumulative Personal Retail Sales of less than \$250 within a rolling three-month calendar cycle is considered Inactive.

**Dormant Consultant** A Consultant who maintains less than \$250 in cumulative Personal Retail Sales within a six-month rolling calendar cycle is considered Dormant.

**Removed Consultant** A Consultant who has \$0 in cumulative Personal Retail Sales for twelve consecutive months will be removed from the organization.

**Assigned Consultant** A Consultant who has rolled up direct to you but whom you did not personally add to your Team. Assigned Consultants are not Personal Consultants. They are included in your Commissionable Downline and are counted as Commissionable Downline for promotion qualification and title maintenance. For Senior Executive Sales Leaders and above: Once you are titled as a Senior Executive Sales Leader, your Assigned Consultants will become Personal Consultants and will count as Personal Consultants toward your Personal Active Consultants title maintenance. They are included in your Commissionable Downline and are counted as Commissionable Downline for promotion qualification to Vice President Sales Leader and above and title maintenance for Senior Executive Sales Leader and above.

**Group** Includes all of your Personal Consultants and their Downline up to and including the point of Breakaway (Sales Leader and above).

**Downline** Consultants who make up your overall organization.

**Commission** The percentages you receive as a Team Coordinator or higher on your Personal Consultants' Retail Sales, Group Retail Sales and Commissionable Downline Retail Sales.

**Commissionable Downline** All the Consultants on whom you are eligible to receive Commission.

**Breakaway** Any Consultant in your Downline who has been promoted to Sales Leader or higher. Breakaways become the Levels referred to in our Commission structure.

**Qualifying Month** A month in which qualifying requirements have been met to promote to a new Leadership title.



**Promotion Month** The month following qualification to a new Leadership title. This is the month you will start to earn Commissions based on the new title. Example: Qualify for Team Coordinator in August and earn based on your new title in September.

**Repositioning** After six consecutive months of not meeting his or her maintenance requirements, a Team Coordinator or Leader will be Repositioned to the highest paid title they are eligible for from the prior six months. The Team Coordinator or Leader will need to re-qualify to regain the higher title previously achieved. When a Team Coordinator or Leader is Repositioned, the Commission structure will reflect this change. Each Consultant will be granted the option to exercise, at his or her discretion, a one-time Repositioning Extension for the life of his or her Norwex contract. A Repositioning Extension Request must be submitted in writing to the Norwex Home Office and must include the reason for the extension. The Team Coordinator or Leader must also submit a three-month business plan outlining a plan to maintain title.

**Promote and Grow Bonus** Promote to Team Coordinator for the first time and receive a \$100 Promote and Grow Bonus. Promote to Sales Leader for the first time and receive a \$150 Promote and Grow Bonus. When one of your Personal Consultants earns a Promote and Grow Bonus, you will earn the Matching Bonus. Senior Executive Sales Leaders and above are eligible to receive the Promote and Grow Bonus on Assigned Consultants. For Personal Team Builders to be eligible, they must be at the same or higher Leadership Level as their Personal Consultant. (Example: If you promote a Personal Consultant to Team Coordinator, you will receive the \$100 Matching Bonus as long as you are a Team Coordinator or higher.)

**Executive Vice President Sales Leader Build Back Program** If an Executive Vice President Sales Leader (EVPSL) does not meet their six-month maintenance period, they can request the opportunity to retain title by taking advantage of the EVPSL Build Back Program. The Build Back Program starts after the maintenance period and will give the EVPSL an additional 12 months to build back their organization while retaining their title of EVPSL during the Build Back Program period. The title maintenance extension applies to EVPSLs only. EVPSLs wanting to move into the Build Back Program must contact the Vice President of Sales for their country at least one month prior to repositioning. During the Build Back Program period, the Leader is paid at the title that they achieve maintenance for in the month. *Program start date: April 1, 2023.*

**Permanent Black Jacket Title** Once a Leader has been promoted to any level of Black Jacket, permanency of Black Jacket title can be achieved. When a Black Jacket Leader is paid at their current title 21 out of 24 months (three grace months are given during the two-year period), that Leader will hold the current Black Jacket title permanently. This applies to all Black Jacket title levels. This achievement period begins at the date of each new promotion. For example: An EVPSL promotes to SVPSL, they begin a new 2-year period based on the new SVPSL title to achieve permanency at that level. As a Black Jacket Leader, having title permanency does not remove the maintenance requirements of their current title, and the Black Jacket Leader will continue to be paid at the title achieved each month. This will be retroactive for any Black Jacket Leader who has already been paid at title 21 out of the last 24 months. *Program start date: April 1, 2023.*

Sharing a cleaner, safer way of living  
by reducing harmful chemicals  
in everyday lives.



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