

MONAT®

A photograph of two young women laughing joyfully. The woman on the left has blonde hair tied up and is wearing a white textured sweater and tan corduroy pants. The woman on the right has brown wavy hair and is wearing a light blue ribbed long-sleeve top and black high-waisted pants. They are standing in front of a large window with a dark wooden frame. The overall mood is happy and energetic.

SMART
Start
WORKBOOK



MONAT

Color Locking +
Protective Spray
For color treated hair
with REJUVENAGE™

Spray protecteur +
fixateur de couleur
pour cheveux colorés
Avec REJUVENAGE™

134 ml (4.5 fl. oz.)

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PERSONAL INFORMATION

My Market Partner ID: _____

My Back Office Username/My Business Website: _____

My Back Office Password: _____

My Upline: _____

Phone: _____

Email: _____

My Upline Director: _____

A photograph of two women in a kitchen. The woman on the left has blonde hair and is wearing a thick, curly brown fur jacket over a green top and a tan skirt. She is smiling and holding a white mug. The woman on the right has dark curly hair and is wearing a grey sweater, a pink scarf, and dark jeans. She is leaning her head against the blonde woman. The background shows a kitchen with a white brick wall, a wooden countertop, and a large arched window.

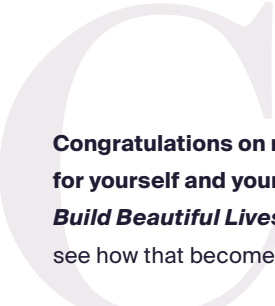
MONAT
MARKET
PARTNER AND
CUSTOMER
CARE

For support in the USA, please visit
monatglobal.com/contact

For support in Canada, visit
monatglobal.com/ca/contact

For support in Europe, visit
monatglobal.com/uk/contact

WELCOME TO MONAT!



Congratulations on making a great choice for yourself and your future! At MONAT, ***We Build Beautiful Lives***, and we're so excited to see how that becomes a reality for you.

We are passionate about helping others build beautiful relationships, live with freedom and confidence, and realize their dreams. Whether you've joined us with a goal of earning an extra \$300 a month or you're dreaming bigger and want to make this a full-time career, our goal is to make your first steps as a Market Partner simple and intuitive so you gain confidence, see progress, and enjoy the rewards of your efforts as soon as possible.

We have the tools, programs, and resources you need to grow. During your SMART Start period (the month you enrolled plus the following two calendar months), nothing is more important than maximizing SMART Start. In the following pages, you'll learn how SMART Start works, and also learn about our company, our product philosophy, and how to build your MONAT team and community!

SMART Start emphasizes the importance of enrolling VIP Customers and Market Partners, and the MONAT Duplication Model outlines the behaviors that foster continued success: ***Share, Onboard, Build, and Lead***. These are not separate stages, but rather ongoing actions.

On any given day, you will be sharing with some and onboarding others, while building your team and leading the way for others to follow through duplication—and duplication is how you build a sustainable business.

We've developed the information in this guide and our online training based on the proven success of people who started out just like you and developed into top earners. We see people succeed when they follow these steps, offer value, and build relationships—rather than just acquire customers. After all, we want to live and help others live with health, purpose, and joy, and that goes far beyond mere transactions.

We know you're excited and ready to get going. The first two things you will want to do are:

1. Schedule your first meeting with your upline, if you haven't already.
2. Use the Onboarding Checklist.

Additional tools to help you get started can be found in the Market Partner Back Office. Be sure to connect with your team and make use of all the resources in your Back Office.

Please remember that success is not measured on a clock or a calendar. In fact, the only definition of success that matters is yours. I'm confident great achievements await you. And

equally meaningful, you'll see it happen for others, too. MONAT offers the opportunity to live your values, achieve what's most important to you, and make a difference in the lives of others. What could be more beautiful than that?

This is your opportunity to shine and be a light! We look forward to celebrating your success with MONAT!



Stuart A. MacMillan

PRESIDENT

We have the
tools and
resources you
need to grow.

WHO IS MONAT?

As a simple definition, MONAT is a combination of the words “modern” and “nature,” but that only tells a small part of our story. As a company and a culture, MONAT is wonderfully defined and joyfully embodied by all the people it touches, because ***We Build Beautiful Lives.***

We live and help others live with health, purpose, and joy.

We help create a beautiful you through innovative, naturally-based products that produce real results and support a healthy lifestyle.

We offer the opportunity to live your values, achieve what’s most important to you, and make a difference in the lives of others.

We are passionate about helping others build beautiful relationships, live with freedom and confidence, and realize their dreams.

Co-founded in 2014 by Chairman Luis Urdaneta and CEO Rayner Urdaneta, MONAT Global Corp has grown from a modest startup business to the world’s leading premium haircare brand. We are consistently recognized as one of the most exciting and rewarding opportunities in social selling. Currently, we operate in the United States, Canada, the United Kingdom, Ireland, Poland, Spain, and Lithuania, and we intend to continue our market expansion—because we want to build beautiful lives around the world!

OUR VALUES:

FAMILY
LOVE
COMMUNITY
GRATITUDE
CULTURE

MONAT is family-owned and operated from our headquarters, manufacturing, and distribution facilities in Miami, Florida. That means we control the process, from the earliest product development ideas until the finished product is on its way to you. We create our premium anti-aging haircare, skincare, and wellness products using the finest naturally based ingredients from around the world. Combining science, technology, and the power of nature itself, we offer the best in high-performance care. And, because product innovation is one of our core pillars, we always will!

Our culture is extremely important to us, and you’re now a part of it! Our philosophy is simple: We are successful when we help others to be successful. We are happy when we help others to be happy. That also means having gratitude for everything we have been blessed with and enthusiastically giving back to the communities in which we operate.



Our culture is
extremely
important to us,
and you're now
a part of it!

THE MONAT DIFFERENCE

- A rewarding business opportunity that offers a proven model of simple, duplicable actions
 - Naturally based, clinically tested, safe products that produce real results
 - Innovative product formulas developed by expert scientists and backed by our world-renowned Scientific Advisory Board
 - In-house research and development, manufacturing, and distribution facilities
- MONAT products have been featured in *Forbes*, *The Wall Street Journal*, *VOGUE*, *Cosmopolitan*, *Allure*, and more than twenty other major global publications around the world
- MONAT Global Corp named in the *Inc. 5000* list as being one of the fastest-growing private companies in America in 2020
- More than 1.2 million VIP Customers worldwide
- Everyday savings with the Purchase +™ tiered discount, up to 25% off qualifying purchases
 - A 30-day money-back guarantee on all product purchases (less handling fees)

PRODUCT OVERVIEW

OUR PRODUCT PROMISE

We have a carefully curated approach to the development of each of our product lines. We create high- performance formulas using natural ingredients whenever possible. We Build Beautiful Lives inside and out.

Yes!

- ✔ We only Use Safe, Clinically Tested Ingredients
- ✔ We Use Safe Fragrances
- ✔ We are Vegan and Animal-Friendly
- ✔ We Use Safe Colorants
- ✔ We are:



GLUTEN FREE



VEGAN



LEAPING BUNNY CERTIFIED

- ✔ We Are Modern Nature™

OUR PRODUCT CATEGORIES

MONAT Haircare



We use only the finest-quality, highest-performing ingredients from all over the world to produce premium products designed to help improve your hair and scalp health. MONAT has remained an industry leader since launching our haircare line in 2014.

Our haircare is comprised of 3 different product categories—Prep, Style, and Finish—to create beautiful looks with confidence!



MONAT Skincare

Harnessing the natural power of revitalizing botanical oils, nutrient-rich exotic fruits, plant-based stem cells, and an exclusive rejuvenating peptide, MONAT offers the most advanced approach to healthy aging skincare available.

MONAT Skincare works within a simple, customizable 4-step routine: Cleanse, Prepare, Target, and Replenish.



MONAT Wellness



A complete collection of products inspired by nature, informed by science, and designed to strengthen and protect our inner selves.

Offering the best of Modern Nature, MONAT Wellness provides a proven path to inner health upon which our best, most beautiful selves are built.

We Build
Beautiful Lives,
inside and out.

COMPENSATION PLAN OVERVIEW

You may have heard that MONAT boasts one of the most rewarding compensation programs in the industry—and it’s true! At MONAT, we control our manufacturing, which means we’re able to generously reward our Market Partners for their efforts.

HOW DO I MAKE MONEY?

When your customers, VIPs or Market Partners make a purchase, you will receive a commission based on the items purchased.

Each product has a PV (Personal Volume) and a CV (Commissionable Volume) value. PV accumulates to help you advance in rank. The higher your rank, the higher your earning percentage. CV determines how much you are paid. For every purchase, you receive a percentage of CV, depending on the purchase. To learn more about our terminology, check out “Compensation Plan Definitions” in the Resource Library.

WHEN DO I GET PAID?

Our Compensation Plan has several bonus opportunities that allow you to earn money.

Paid Weekly

- Retail Bonus
 - 30% on retail purchases
 - 15% on VIP purchases
- Product Pack Bonuses

Paid Monthly

- VIP Acquisition
- SMART Start Blocks & MONATborhoods
- Matching SMART Start Blocks
- Personal Sales
- Unilevel
- Group Volume
- Generation
- Rank Advancement
- Rank Advancement Matching
- MONAT Motor Club

WHAT ARE THE RANKS I CAN ACHIEVE?

1. Market Partner: MP
2. Managing Market Partner: MMP
3. Associate Market Builder: AMB
4. Market Builder: MB
5. Managing Market Builder: MMB
6. Associate Market Mentor: AMM
7. Market Mentor: MM*
8. Managing Market Mentor: MMM
9. Associate Executive Director: AED
10. Executive Director: ED
11. Senior Executive Director: SED

*At the MM level, you can begin to qualify for the MONAT Motor Club, our car program!



To learn more about the MONAT Motor Club and Compensation Plan, please visit the Resource Library for the complete guides and definitions. Visit Market Partner Academy for the full Compensation Plan training.



MONAT boasts one of the most rewarding compensation programs in the industry.

VIP CUSTOMER PROGRAM OVERVIEW

You are your
VIP Customer's
primary contact
with MONAT.

WHAT IS A VIP CUSTOMER?

MONAT VIP Customers are preferred customers who enjoy savings on all MONAT products and exclusive access to flash sales, promotions, and much more! Your VIP Customers are an essential part of building a successful business during your SMART Start period. You are your VIP Customers' primary contact with MONAT, so be sure to build strong relationships and provide them with the best experience.





WHAT IS THE FLEXSHIP PROGRAM?

The **MONAT Flexship program** is a key feature of the elevated shopping experience MONAT VIP Customers enjoy. Flexship is short for “flexible shipment” and gives VIP Customers total control of their monthly product shipments. New VIP Customers are automatically enrolled in the Flexship Program and gain instant access to our variety of perks.

Newly enrolling VIP Customers must follow these steps to qualify for the Flexship program:

- 1. Pay a one-time** \$19.99 enrollment fee
- 2. Place an enrollment order** of \$84 USD or more
- 3. Place two additional Flexship orders** of \$84 USD or more in their lifetime as a VIP Customer
- 4. Freedom of Cancellation:** VIP Customers may call our Customer Care Team to opt out of the VIP Customer Program. Since the VIP Customer Program offers so many perks, we assess the following cancellation fees if VIP Customers fail to complete the two additional Flexship Orders requirement:

\$25 USD = enrollment order only completed

\$19 USD = enrollment order + 1 Flexship order completed

The beauty of the Flexship program is that VIP Customers may choose which products are included in every order (exclusions apply) and push their orders out up to 60 days. Your VIP Customers enjoy the ultimate flexibility!

The Perks of Being a VIP Customer

- **15% off all MONAT products:** Enjoy exclusive savings on all MONAT products!
- **Free Shipping:** Each qualifying Flexship order of \$84 USD or more means your VIPs can wave goodbye to shipping fees!
- **With each Flexship order** of \$84 USD or more (including your enrollment order), MONAT VIP Customers receive a premium, Only For You product exclusively for those with active Flexship orders that month!
- **Birthday Treat:** Your VIPs get a little extra bit of celebration on their birthdays. VIP Customers receive a \$25 USD credit on purchases of \$50 USD or more during their birthday month!
- **Special Promotions:** VIP Customers receive exclusive access to flash sales, special offers, and promotions. Keep them in the know!

To learn more about the VIP Customer Program, visit www.monatglobal.com/vipinfo/.

SMART START OVERVIEW

As you launch your business, our goal is to help you enjoy a successful start and to reward you with bonuses for doing so! The month you enroll plus the following two months are known as your SMART Start period. Your SMART Start period has the potential to reward you with the greatest number of bonuses in the Compensation Plan, so you will want to maximize your SMART Start period.



SMART Start Timeline Example

Enroll on Feb 12, 2020:
Your SMART Start Period:
Feb 12–28 + March + April

Enroll on Sep 27, 2020:
Your SMART Start Period:
Sep 27–30 + October + November

WHAT SHOULD I DO DURING MY SMART START?

Start sharing MONAT and building Blocks!
Blocks are the foundation of the MONAT
Compensation Plan and will become the
foundation of your business.

BLOCK BONUS

1 Block = Personally enroll 1 MP with a
Product Pack + 4 VIPs

Every time you build a Block (cumulatively)
in your SMART Start period, you earn a
\$150 USD bonus! Once you build a Block,
you're on your way to building your first
MONATborhood.

1 MONATborhood = 3 Blocks

Every time you build a MONATborhood during
your SMART Start period, you earn a \$500
USD bonus!



READY FOR MORE BONUSES that continue beyond your SMART Start period?

VIP Acquisition Bonus: For every four VIP Customers you enroll, you'll receive a bonus of \$60 USD!

Matching SMART Start Bonus: When your personally sponsored Market Partner earns a Block Bonus while in SMART Start, you'll receive a matching bonus of \$75 USD. To receive the bonus, you must be paid-as the same rank or higher than the Market Partner earning the Block Bonus.

Product Pack Bonus: For every Market Partner you enroll who purchases a Product Pack, you'll receive a bonus of 25–43% of the Product Pack price, depending on which one they choose!

See the Compensation Plan at a Glance document in the Resource Library and the SMART Start and Compensation Plan trainings in Market Partner Academy for more details!

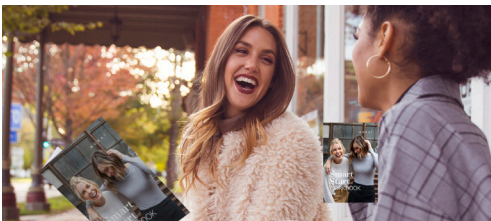
Our goal is to help you enjoy a successful start and to reward you with bonuses for doing so!

YOUR SMART START JOURNEY

COMPLETING the following activities will help you not only launch your business well, but will keep you laser-focused on achieving your SMART Start goals! Don't miss these unique bonus opportunities available to you only during your SMART Start period.

COMPLETE WEEK 1

- New Market Partner Onboarding Checklist: Found in the Resource Library.
- Stay connected to your upline.
- Read this Workbook & download the Vibe and Connect Apps.
- Visit Market Partner Academy: Foundations and Compensation Plan Training.
- Fill in your "Who Do You Know?" Contact List (found in this Workbook and in the Resource Library).
- Start Sharing with people on your Contact List. The Words to Say and How to Share Infographics will help you get comfortable with sharing MONAT.



ONGOING

- Build Blocks by enrolling New Market Partners with Product Packs and enrolling VIP Customers on a monthly basis.
- Launch your new Market Partners with the New Market Partner Onboarding Checklist.
- Share the MONAT Quiz with 2 people 5 days per week.
- Share Samples with 2 people 5 days per week, in person or using Connect App sampling.
- Schedule 3-way calls with your upline with prospects who want to learn more.
- Schedule and hold your Business Launch Meet MONAT event.
- Follow up with your guests and prospects.
- Schedule your next Meet MONAT events.
- Help new Team Members book their Meet MONATs, 3-way calls, achieve SMART Start, etc.
- Order more samples if needed.
- Continue adding names to your Contact List.

Watching your Dream Team and VIP Customer base come to life is incredibly rewarding! As you enroll new Market Partners with Product Packs, and add new VIPs, write their names in the spaces to the right and watch your Blocks and MONATborhood grow!

MP _____

VIP _____

VIP _____

VIP _____

VIP _____

Congratulations!

You built your first Block!



MP _____

VIP _____

VIP _____

VIP _____

VIP _____

Congratulations!

You built your second Block!



MP _____

VIP _____

VIP _____

VIP _____

VIP _____

Congratulations!

You built your third Block AND completed your first MONATborhood!



+



There's NO LIMIT to the number of Block Bonuses you can earn while in SMART Start!

TIP: When you rank up to Managing Market Partner (MMP) during SMART Start, you'll earn a \$100 USD Rank Advancement Bonus!

ACHIEVE RANK within your enrollment month plus first 3 full months to receive the bonus. For example:

Enroll February 12, rank up to MMP by May
Enroll September 27, rank up to MMP by December

MEET ALL QUALIFICATIONS during a single calendar month to promote to MMP:

300 PV
(Your Personal Volume)

2 Active Lines
(2 Separate lines under you. Each with 200 PV)

1200 GV
(Your PV + Downline PV collectively)

Congratulations, New MMP!



RANK ADVANCEMENT BONUS

By following this process, you can earn \$1800+ USD* in bonuses during your SMART Start period! Visit Market Partner Academy and your Back Office > Resource Library > Resources for New Market Partners for additional training.

*The above example is based on the earning potential throughout the SMART Start bonus campaign period. The income stated is not typical of average results and should not be considered as a guarantee or projection of actual earnings or profits. Your income may vary considerably.



Duplication
is Beautiful

GET TO KNOW THE MONAT DUPLICATION MODEL

DUPLICATION IS KEY to building a healthy and sustainable business with MONAT. We've identified four essential behaviors top performers use every day to grow their businesses. Perform these behaviors daily to make the most of your MONAT opportunity!



Share

This is the first behavior in the MONAT Duplication Model and applies to ALL successful Market Partners regardless of how long they have been in the business. To build your successful business, you'll want to share MONAT daily. The How to Share MONAT Infographic, found in the Resource Library, can help you do this!



Build

This happens when a Market Partner is sharing and onboarding effectively and, in doing so, building a community of VIP Customers and productive Market Partners who are duplicating this behavior themselves. This behavior must be consistent. You'll build your team if you are sharing and onboarding consistently each day!



Onboard

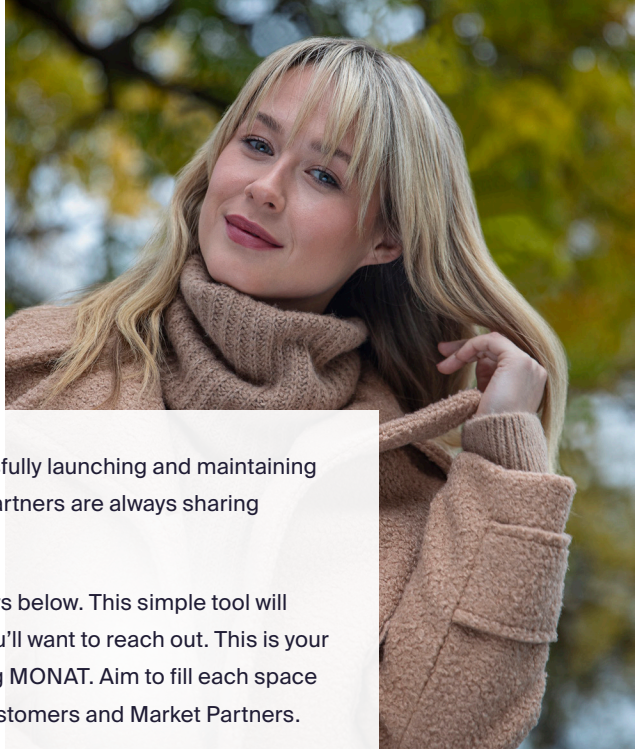
This action follows Share in that we need to welcome those who say "yes" to becoming a MONAT Market Partner or VIP Customer. All Market Partners who share effectively will be onboarding new Market Partners and welcoming VIP Customers. The Onboarding Infographic, found in the Resource Library, can help you do this!



Lead

This behavior occurs when a Market Partner is consistently sharing, onboarding, and building a community of VIP Customers and productive Market Partners. This includes leading Market Partners who also want to build and lead through duplication, following the example of their leader.

WHO DO YOU KNOW?



Sharing MONAT is an important step in successfully launching and maintaining your new business! Our most successful Market Partners are always sharing MONAT.

Create your Contact List using the Memory Joggers below. This simple tool will help you think of the people in your life to whom you'll want to reach out. This is your warm market, and it is a great place to start sharing MONAT. Aim to fill each space and continually add to your list as you enroll VIP customers and Market Partners.

Next, highlight those who you feel would be great to work with on your dream team—they can learn right along with you. Remember, this business is even more fun with a team alongside you!

MEMORY JOGGERS

- family members: siblings, cousins, in-laws, etc.
- friends
- club & organization acquaintances
- co-workers past & present
- schools
- church
- sports
- neighbors
- social media
- personal care providers: stylists, nail & lash techs, massage therapists
- businesses you support
- dental & medical professionals & staff
- parents of your kids' friends
- phone contacts
- influencers
- people who want to work from home
- vegan friends
- people who are conscientious about what they put into and on their body
- pet owners
- people who love or need skincare
- people looking for an extra income source

TIP: One of the fastest ways to see a return on your initial business investment is to begin sharing MONAT with the people closest to you. These are great people to “practice” with because they are people who know, like, and trust you. Simply begin by sharing what you LOVE about MONAT.

TIP: You can download and print this list from your Back Office > Resources > Resources for New Market Partners. You'll want to keep a running list throughout your MONAT journey.

HOW TO SHARE MONAT & WORDS TO SAY

Sharing MONAT is crucial to your success

as a Market Partner, and we have the tools to

help you do it! You can easily search for these

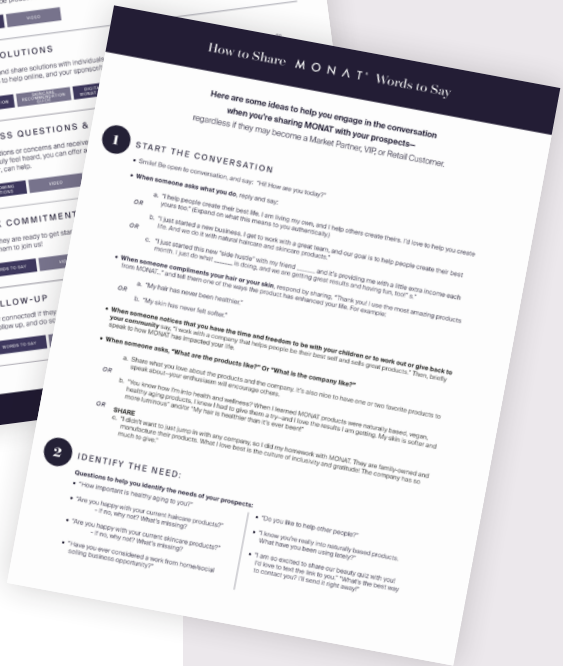
tools in the Resource Library:

• How to Share MONAT Infographic

• Words to Say

• Onboarding Infographic

Share MONAT and start building your beautiful life!



CHECKLIST: WELCOMING YOUR VIP CUSTOMERS

Every VIP Customer you enroll is a WIN worth celebrating! A warm, informative, helpful welcome is your first priority with every new VIP, because when they fully understand the perks of being a VIP, the requirements of the agreement, and how Flexship works, they'll be satisfied with their experience—and you'll be set up for success.

Here's a helpful checklist for welcoming every new VIP you enroll.

VIP NAME:

VIP EMAIL ADDRESS:

VIP PHONE NUMBER:

ENROLLMENT DATE:

Before you enroll your VIP Customer through either a flash sale or regular order, be sure to explain the exclusive perks and requirements of the MONAT VIP Customer Program.



1. Set Expectations for the Flexship Program

Signing up as a MONAT VIP includes signing up for the Flexship (flexible shipment) Program. This program provides an easy way for VIPs to have their favorite MONAT products shipped to them on a 30-day or 60-day basis, and offers the freedom to mix and match products in every Flexship order. A VIP can even push out their Flexship order up to 60 days at a time. VIP Customers are required to place a lifetime minimum of 3 Flexship orders (1 enrollment order + 2 additional Flexship orders), each totaling \$84 USD or more.



MONAT VIP Customer Program

VIP perks include:

- 15% off retail price
- Free shipping on orders over \$84 USD
- Free Only For You product on qualifying Flexship orders
- Birthday Gift
- Exclusive access to promotions and flash sales



2. ENROLL

A one-time enrollment fee of \$19.99 USD will be added to the VIP's enrollment order and unlock 15% off the retail price!



3. SHOP

The VIP Customer will select \$84 USD or more worth of products for their enrollment order.



4. FUTURE FLEXSHIP SCHEDULE

The VIP Customer will create and schedule their first Flexship order of \$84 USD or more. Two additional Flexship orders are required to complete the program. Remind the VIP that they can customize each future Flexship order, and that flash sales and promotions are not eligible for Flexship.

30-Day Money Back Guarantee: MONAT offers a 30-Day Money Back Guarantee (less shipping and handling) on all orders. If your customer is not satisfied with their order, they may contact MONAT Customer Care to process a refund.

Freedom of Cancellation: Your customer may opt out of the VIP Customer Program at any time. Because the VIP Customer Program offers so many perks, we assess the following cancellation fees if they do not complete the requirement of 3 Flexship orders (1 enrollment order + 2 additional Flexship orders) in a lifetime.

- \$25 USD = enrollment order only completed
- \$19 USD = enrollment order + 1 Flexship order completed

Be sure to assist your VIP Customer as they create their Flexship orders, and show them how Purchase+™ offers even greater savings on everyday purchases! You can learn more about Purchase+™ by visiting the Resource Library in the Back Office and searching "Purchase+".

FLEXSHIP ORDER #2	ESTIMATED SHIP DATE:		
Shampoo/Conditioner	Prep/Style/Finish/Treatment	Skincare	Wellness
FLEXSHIP ORDER #3	ESTIMATED SHIP DATE:		
Shampoo/Conditioner	Prep/Style/Finish/Treatment	Skincare	Wellness



ONBOARDING MARKET PARTNERS

You're building a MONAT team of your own! As you move forward with your personal business, it's natural to think, "Now what?" and to wonder if you're doing all you can.

It's really quite simple. The second step in the MONAT Duplication Model is Onboard. It's all about the intentional process you can follow to help launch your new Market Partners and get them off to a strong start. Someone onboarded you when you joined MONAT, and you can duplicate that experience for your Market Partners. But even if you weren't onboarded, this outline is simple to follow.

- Get your new MP plugged into **Welcome to MONAT! Let's Get Started!**, a 2-part series for all new MPs. Every Monday a post on the MONAT Market Partner Official Facebook Page invites the NEW MPs to either the Live or recorded trainings. The 20-minute Live Zoom trainings takes place 2-3 Mondays per month, and your new MP also has access to the 2 recorded segments. The trainings introduce them to their Regional Sales Director and the different Facebook Groups. We also go through SMART Start, where to find trainings they need for getting started, and, of course, we do a little goal setting.

- **Use the New MP Onboarding Checklist.** Good news: There's one for you to follow as the

Sponsor and one for your new Market Partner. Find them in the Back Office in Resources > Resource Library > Your Business > Onboard.

- **Show your Market Partner where to access Market Partner Academy Foundations and Compensation Plan Training** and tell them why it's important for them to make use of this training.

- **Introduce and demonstrate the "How to Share" infographics.** These tools help make the initial effort of sharing MONAT less daunting, more natural, and get them started sharing what they love right away.

- **Plug your new Market Partner into the Connect App right away** for training, tools, samples, and shareable resources. It's a simple and convenient way to start a new business.

- **Given that you're also new to MONAT, your Sponsor or upline leader** can help you with onboarding. Ask for help whenever you need it.

- **Walk this journey with your new Market Partner and help maintain their excitement.** Stay close and keep in touch. This business is even more fun with a team of your own!

Above all, don't stress! No one will grade you on your onboarding process, so don't worry about "getting it exactly right." The only way to do it wrong is to not do it. Make use of MONAT tools and other Market Partners to help point your newest team members in the right direction and watch them blossom!

EVENTS

EVENTS AND INCENTIVE TRIPS are an important part of **MONAT culture!** Here's a summary of our standard annual events. To learn more, go to: monatglobal.com/events.



We can't wait to see you at an upcoming MONAT event!

ANNUAL EVENTS

MONATions United (Global)

Our biggest celebration, including product announcements, recognition and MONAT Gratitude events, a chance to connect with our MoFamily, and more! MONATions United is held every fall and is open to all markets. Go to monations.com to learn more.

Reunion

An incentive trip that takes place in various markets, bringing Market Partners together for an unforgettable "family reunion" experience!

Leadership Summit (Global)

Leadership Summit is a trip for qualified MONAT Leaders to receive exclusive leader training together.

Passport (Global)

Who doesn't love an all-expenses-paid vacation? Join all MONAT markets for a getaway you won't forget!

Elite (Global)

Elite is the epitome of luxury! Each year, ten of our highest achieving Market Partners plus their partner qualify for this amazing trip.

RECENT EVENT LOCATIONS

- Grand Cayman, Leadership Summit 2020
- Cancún, Mexico, Passport 2019
- Columbus, Ohio, MONATions United 2019
- Washington, D.C., MONATions United 2018
- Las Vegas, Nevada, Reunion 2018 & 2019
- Nashville, Tennessee, Leadership Summit 2018
- Bahamas, Passport 2018
- Bermuda, Passport 2017

REGIONAL & LOCAL FIELD EVENTS: ONGOING

Super Saturdays

Local events organized to highlight the training and development of enrolled Market Partners. Connect with your Sponsor or Regional Manager to learn about the next Super Saturday in your area!

Meet MONAT

Local events organized by you to share MONAT! They can be small or large, and our most successful Market Partners host one weekly. You can find events and more by going to monatglobal.com/events.

TOGETHER WE ARE CHANGING LIVES

JOIN THE MOVEMENT

MONAT Gratitude is a growing movement of changemakers around the world who strive to make a positive impact. As a movement, we believe in the power of community, kindness, and self-care. Together, we are showing how big an impact we can have when we all embrace the spirit of making a positive difference—financially, by taking action, by volunteering, or simply through showing LOVE.

Our **MONAT Gratitude** initiatives seek to support innovative nonprofit organizations that are instrumental in improving the communities where we live, work, and play.

OUR MISSION & PURPOSE

To motivate and inspire our greater community to take action and generate positive change by partnering with visionary organizations that are improving the world in the areas of education, children and families.

OUR VISION

To unite and inspire the world through Gratitude.

OUR 3 PILLARS

We focus our philanthropic efforts in these areas:
Education / Children / Families



MONAT[®]
GRATITUDE

OUR IMPACT



“**Millions
donated
since 2014.**”





TAKE ACTION WITH US

Your Impact Inspires Others to Join the Movement

MONAT Gratitude strives to be a representative of kindness, positivity, and gratitude—and achieving this is only possible with our passionate leaders and MONAT Global community.

Don't wait for us—getting involved is easy!

- 1. Identify** a need in your community + choose a nonprofit partner
- 2. Choose** how you want to take action
 - a. Host a collection as part of a Meet MONAT
 - b. Set up a fundraising page
 - c. Plan a volunteering team-building activity
- 3. Invite** your team, family and friends
- 4. Wear** your MONAT Gear & **Share** your impact with us!



Share your pictures and videos with us by tagging us on Facebook and Instagram using **@MONATGratitudeOfficial** or **#MONATGratitude** and completing the MONAT Gratitude event form located in your Back Office!

WHAT'S NEXT?

CONGRATULATIONS on your SMART Start Success!

As you build a healthy and sustainable business, you'll want to stay in action for continued growth. Our most successful Market Partners schedule time daily, weekly, and monthly for important income-producing, business-building activities.

Your SMART Start plan has laid the foundation for a sustainable and successful business. By continuing to do these same activities—building Blocks and teaching others to do the same—you'll climb the ranks of our rewarding Compensation Plan.

Now is a great time to revisit your WHY! You'll want to keep it at the heart of everything you do.

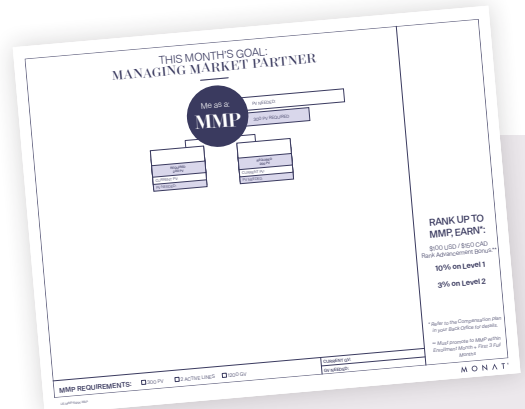
This is a great opportunity to set your 30, 60, and 90-day goals. 30 days from now, I will:

60 days from now, I will:

90 days from now, I will:

We encourage you to set your sights on achieving Managing Market Partner. Go to the Resource Library to download your MMP rank map to chart your path.

We can't wait to celebrate your success as you build your beautiful life!



Your SMART Start plan has laid the foundation for a sustainable and successful business.



90-DAY REFLECTION

CONGRATULATIONS! You've completed your SMART Start period and are on your way to building a healthy business. Now is the ideal time to take a moment to reflect and make any adjustments as needed. Answer the questions below as openly and honestly as you wish—this is for your personal growth journey.

I started MONAT because (your Why):

The one thing I need to spend more time on in my business is:

The biggest lesson I learned over the past 90 days is:

My favorite moment of the past 90 days was:



Three people I will connect with more in the next 30 days are:

My goal for the next 90 days is:

One thing I will remember to tell my new Market Partners about their SMART Start period is:

TOP 10 COMPLIANCE MATTERS

To ensure we remain known for our integrity, and to continue to be a light that guides others, it is important to maintain a fair and level playing field for all MONAT Market Partners. To help you, we have created these Top 10 Compliance policy reminders on how we can work together to ensure the health and sustainability of your businesses for years to come. Thank you!

1. Income Claims

An income claim is sharing how much you or someone has earned or could earn with MONAT. This violates Company policy. Do not post or share how much money you or anyone else has earned with MONAT. When in doubt, use the Company-provided income disclaimers. Our Compensation Plan is very rewarding, but sharing how much money you make puts us at risk of regulatory review. You can share what the MONAT business has allowed you to do and experience, but please refrain from making any seemingly unrealistic lifestyle or any income claims. This is the #1 issue that will bring scrutiny from regulatory agencies such as the Federal Trade Commission, Competition Bureau Canada, Trading Standards in the United Kingdom, the Competition and Consumer Protection Commission in Ireland, and the Office of Competition and Consumer Protection in Poland.

2. Product Claims and Comparisons

We encourage our Market Partners to share product claims that are published within our marketing and training materials. Market Partners are not permitted to promote the products or opportunity in areas where MONAT

is not licensed to do business. We sell premium haircare and cosmetic products and wellness products, not drugs, so do not ever make product claims that mention any medical condition such as alopecia, eczema, or cancer.

3. Enticements

Enticements involve paying someone or giving someone something of value in exchange for them enrolling as a Market Partner or a VIP Customer. Do not offer money, free or reduced product, other goods or services, or promise rank advancement or special training that only you can provide. Do not pay for a Market Partner or VIP Customer's enrollment fee or Product Pack. This is against Company policy because it is not fair to others and it makes it harder for you to build a long-term business. With so many reasons to join MONAT as a VIP or Market Partner, there is no reason to offer additional rewards or enticements for enrollment. Do not steal VIP Customers away from other downlines by offering any enticement. This does not demonstrate integrity and is not sustainable.

4. Giveaways and Contests

Do not hold online giveaways, raffles, or contests that involve enticements, data

collection, and/or fees. This is “buying the business” and is a policy violation. It also violates many state, provincial, and county laws.

5. Bonus Buying

Bonus buying is strictly prohibited. Bonus buying includes placing large orders, using your credit card on multiple accounts, and/or shipping orders under multiple names to one address, all in order to earn an incentive or a rank advancement. These activities create short term gains but are not sustainable. Also, because these are “fake sales,” you are stealing from MONAT and from your upline. Your monthly purchases should be limited to your own personal use.

6. Stacking

Stacking is the specific placement of a VIP Customer or a Market Partner under a person in your downline, other than the person who introduced them to MONAT, in order to achieve rank advancements, incentives, prizes, commissions, or bonuses for yourself or others. It is not allowed at MONAT because it is a form of gaming our system and, therefore, stealing. Do not tell people that you are their sponsor and then enroll them under someone else, unless they specifically agree to be under another sponsor. You lose credibility with your new VIP Customer or Market Partner if you place them under another person without their consent because people will then believe that you misled them to get them to join MONAT.

Our business is about relationships, and the person you connected with wants to be directly under you, not under someone they do not know.

7. VIP Enrollments

In order to build a long-term relationship with your VIP Customer, the VIP Customer must understand and agree to the VIP Customer Program. Be open and honest, and fully explain the VIP Agreement, including the enrollment fee, the required 2 additional Flexship orders after the initial enrollment order, and the Cancellation Fee if they do not fulfill that requirement. These requirements allow MONAT to offer its incredibly robust VIP program. A VIP Customer who is not surprised by the Program requirements is more likely to stay with you long-term, because you were honest with them. Use the VIP Checklist in your Back Office to share the benefits and requirements under the VIP Program, before your VIP Customer enrolls in the program. DO NOT enroll for them. You may assist them with the enrollment, but you may not agree to the VIP Customer Agreement for them. If you enroll for them, MONAT cannot enforce a VIP Customer Agreement they did not sign or acknowledge. You may not pay the VIPs Customer’s Enrollment fee or their orders. To comply with privacy regulations and avoid returns, VIP Customers should also manage their own Flexship Orders and changes to their VIP accounts.

8. MP Enrollments

When new Market Partners enroll with MONAT, it is imperative that they complete the enrollment themselves, keep their personal information private, and agree to the Market Partner Agreement and Policies & Procedures for MONAT Market Partners. Market Partners can only be enrolled in countries in which MONAT is licensed to do business. You may assist your new Market Partner with enrollment, but you may not agree to the Market Partner Agreement or the Policies and Procedures for them. This protects us all. If you enroll for them, MONAT cannot enforce a Market Partner Agreement they did not sign or acknowledge. Do NOT collect people's Social Security Numbers or Social Insurance Numbers, birthdates, credit card numbers, or other personally identifiable information and enroll for them. This protects you and ensures MONAT remains PCI and GDPR Compliant. Each enrollment must contain information that is unique to the account holder. That way, we know they have electronically signed their Market Partner Agreement and have accepted the Policies and Procedures.

9. Unauthorized Online Sales

MONAT products cannot be listed on eBay or other online auctions, nor on buy-and-sell sites such as Amazon, eBay, Facebook Groups,

Walmart.com, Allegro, OLX and other buy/trade/swap pages or social media platforms. Unauthorized online sales damage MONAT's Brand and reputation and your business. They can lead to complaints to the Better Business Bureau and State Attorneys General and other governmental agencies. When a Market Partner runs an unauthorized online sale, the product is not eligible for return. It also confuses the customer and devalues the product.

10. Identify Yourself

You must always represent yourself as an Independent MONAT Market Partner. This includes online marketing, social media channels, and all social media accounts associated with your MONAT business. Once a social group or page is associated with an Independent MONAT Market Partner, it cannot be used to market products for another MLM or direct sales company. Your Social Media accounts should all state "Independent MONAT Market Partner." Also, you should not name your social groups "MONAT" as this is reserved for official Company social groups.

Please contact monatsupport@monatglobal.com with any questions or concerns.

Revision Date: June 2021

For additional information, please access these documents in the Resource Library in your Back Office:

Policies and Procedures U.S.A.

Policies and Procedures U.S.A. Spanish
Policies and Procedures Canada Policies and
Procedures UK

Policies and Procedures Ireland Policies and
Procedures Poland

U.S.A. Income Disclosure Form

Canadian Income Disclosure Form

U.S.A., U.S.A. Spanish & Canada, French
Canadian Social Media Disclaimers

Market Partner Academy Access: MONAT Back
Office > Resources>Market Partner Academy



M O N A T[®]