

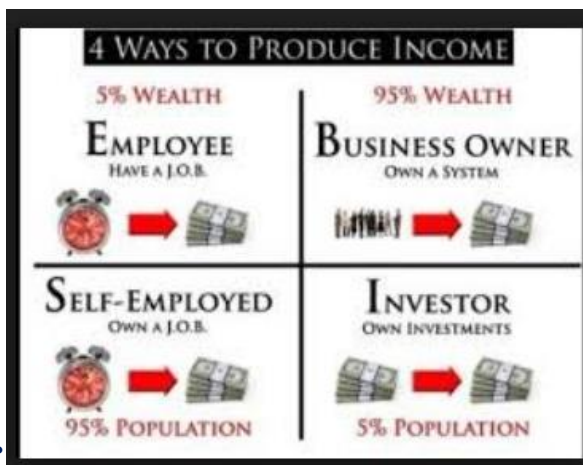
## 1. INTRODUCTION



### *THE JOURNEY OF FINANCIAL FREEDOM & NETWORKING:*

- Don't give up on your dreams - BELIEVE in yourself.
- Successful people do not have excuses & reasons.
- Change your attitude and mindset – pull out the weeds out of your mind.
- Get out of your comfort zone.
- Be willing to consider that there is an alternative.
- Invest in yourself-read the right books e.g. by Robert Kiyosaki.
- Attend training and meetings.
- Honour line of sponsorship.
- Don't be greedy-grow and build your team.

## CASH FLOW QUADRANT



**Visionary Chairman – Xu Zhi Wei**

Longrich is a trustworthy global direct marketing company based in China and has been in operation for 29 years. The networking department of the company started in 2008 and currently produces over 2000 products. They also produce for top global brands (OEM clients) like Unilever, Wal-mart, Tesco, Gsk etc. Longrich trademark is registered in over 180 countries and has business operations in over 40 countries including China, Japan, Thailand, Taiwan, Indonesia, Malaysia, Singapore, Philippines, UAE, Ukraine, France, Nigeria, Cameroon, South Africa, Ghana, Kenya etc. Certified by **ISO** (International standard organization), **NAFDAC**, and **HACCP** etc. **LONGRICH** is a multinational company who distributes their products through multi-level marketing using direct sales plan. Longrich provides a solid platform for distributors who are bound to succeed as long as they turn their dreams into persistent pursuits

**ABOUT LONGRICH & ITS UNIQUENESS**

1. Longrich has been in operation since 1986.
2. Largest Manufacturing Company in the whole of Asia.
3. Heavy investment in research-8 Research Centres (Research Institutes in China, France, USA and Japan AND SOON ONE IN NIGERIA - FOR AFRICAN CONTINENT).
4. Quality, affordable and highly effective and daily consumable products.
5. Generous compensation plan that leads to financial freedom.
6. Earn weekly bonuses in (paid on green Thursdays) according to team activity
7. No monthly autoship (no compulsory monthly purchases)
8. Point Value (PV) are cumulative; both from you and your team's effort. PVs accumulates- they do not fall
9. Only 3 direct partners is required (first generation).
10. Minimum of 2 direct partners can enable you achieve financial freedom.
11. Longrich plan encourages teamwork. Reason why you grow as your team grows.
12. It eliminates the pitfalls, drawbacks and weaknesses of traditional network marketing systems and propels you straight to financial freedom
13. Earn bonuses on all generations till infinity therefore no blocking of team members.

14. Worldwide Incentives for foreign paid trips, brand new cars, MBA, university programs and furnished homes.
15. Highest payout in Africa minimum 8% - 75% profit share

### 3. PRODUCT RANGE:

- Women health & hygiene;
- Health care series;
- Family care series;
- Skin care series;

Longrich has the capability to provide product research and development, packaging design, raw material procurement, production, warehousing, distribution and sales of all kinds of cosmetics, personal care, household, health and pet care products.





1. Superbklean Anion Sanitary Napkins and Panty Liners (Ensures a painless menstrual flow, fights infection, Itching, Odor and irregular period, comes with indicators for testing for infection, very comfortable and eases stress..etc)
2. Sod Milk Body Cream (Smoothens the skin, suitable for all skin types)
3. The amazing P+ cup (Ensures a supply of purified and PH balanced water all the time through the elimination of excess acidity, chlorine and harmful metals)
4. White Tea Toothpaste (Combats toothache and decay, ensures healthy gums and fresh breath all day)
5. Bamboo Essence Whitening Soap (Eliminates Blackheads, Shaving bumps, Clears the skin and gives it a smooth and Youthful look) also clears Stretch marks.
6. Mouth Spray (With minty flavor for a cleaner and fresher breath, also cures sore throat)
7. Arthro Super Reviver (Strongly recommended for bone and joint aches, Rheumatism, Arthritis..etc)
8. NutriVrich Slimming Drink (For a healthy and slimmer appearance, suitable for Diabetic Patients, serves as meal replacement)
9. NutriVrich Raw Food Drink (Helps in cancer management, boosting of the immune system and your overall health)
10. Calcium Chewable Tablets (Supplements the needed calcium in your body, strengthens the bone and teeth)
11. Anti-perspirant Dew (Keeps you dry and fresh all day)
12. Mosquito Repellant Body Spray (Keeps your body safe from mosquito bites for up to 8 hours)
13. Hydrating Hand Cream (Helps to soften the palms)
14. Sparkle Conditioning Shampoo (With Pomegranate for smoothening out coarseness, elimination of dandruff, hair growth and revival..etc)
15. Botanic Body Wash (With moisturizing milk essence, Shea butter, honey extract, aloe essence..etc for moisturizing and smoothing of your skin, also gets rid of body odour).
16. Condensed Dish-washing Detergent and Laundry Liquid (With natural formula that removes stubborn stains, mild and does not irritate the skin, simultaneous cleansing)



17. LIBAO (Male fertility Supplement).

18. Mengian Female Fertility Supplement.

19. Longrich Health Wine (Eliminates bone and joint aches, Boosts Libido, recommended for the elderly and people who experience stress daily)

20. Constipation (Green)Tea ( Eases digestion and cures pile and indigestion)

21. Blood Fat Reducing (Brown) Tea (Helps in weight loss) mainly for reducing sugar level. For high B.P and lowering of cholesterol.

22. Slimming (Pink)Tea (Helps in weight loss)

23. Cordyceps Coffee Deccainfenated coffee) ( Nutritious and keeps you vibrant all day)

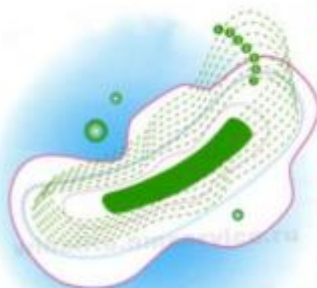
24. Classy Style Cooking Pot(Retains the natural nutrients in food, eliminating the chances of eating overcooked food, prevents spoilage even without warming).

25. Cordyceps Militaris:Powerful Anti-biotics, used for managing wide range of infection caused by bacteria e.g Tuberculosis, Staphylococcus, and even HIV.



### Sanitary Napkin with 7 layers of Protection

- 1<sup>st</sup> layer: Premium soft surface feels soft & comfortable
- 2<sup>nd</sup> layer: Unique Anion Chip works naturally to relieve menstrual discomforts
- 3<sup>rd</sup> layer: Ultra soft layer enhances softness & freshness
- 4<sup>th</sup> layer: Super absorbent polymer locks in moisture, keeps surface dry
- 5<sup>th</sup> layer: Ultra soft layer enhances softness & freshness
- 6<sup>th</sup> layer: Air-permeable layer eliminates moisture & heat fast, keeping you fresh
- 7<sup>th</sup> layer: Specially designed back adhesive conforms with human ergonomic



### Anion Sanitary Napkin 7 LAYERS

- 1 Premium soft surface giving you ultra comfort
- 2 Unique "anion" padding works naturally to relieve menstrual discomforts
- 3 Ultra soft layer enhances softness & freshness
- 4 Super absorbent polymer locks in moisture, keeps surface dry
- 5 Ultra soft layer enhances softness & freshness
- 6 Breathable bottom layer eliminates moisture & heat fast keeping you fresh
- 7 Specially designed back adhesive conforms with human ergonomics



## White Tea Multi-effect Toothpaste

**This product provides threefold care:**

- **Fluorine-free decay resistance:** the white tea essence and xylitol reinforce the root and prevent decay;
- **Deep cleansing:** the TSC antiseptic and soft silikon abrasive gives you a dean mouth and fresh breath;
- **Gum strengthening:** strontium chloride and composite aloe extract can make your teeth more resistant to cold heat, acidity and sweetness, prevent tartar, and stop gum bleeding



### Product Description

This toothpaste offers three kinds of protection:

1. Fluoride-free decay resistance: the composite ingredients can strengthen your teeth at the root and prevent decay.
2. Deep cleaning: the combination of TCS and soft abrasive can make your mouth clean and healthy.
3. Reinforcing the gum: the blend of strontium chloride and aloe extract can protect the gum and strengthen your teeth at the root.
4. Teeth polishing and scaling



## Bamboo Charcoal Whitening Soap

- \* Refined bamboo charcoal ingredients absorb dirt and remove excessive grease;
- \* Coconut oil essence preserves moisture and moistens the skin;
- \* Natural cleansing ingredients freshen and smoothen the skin;
- \* A mild nature particularly suitable for normal and oily skin.



How We can Get Rid of Blackheads and Whiteheads



Longrich Bamboo Charcoal Soap

## Longrich HAND CREAM

### Benefits

- Rich in vitamins needed for the skin
- Softer hand with nice fragrance
- Ability to treat allergic reaction caused by chemical content of local soaps and it is very effective
- It is rich in protein, vitamin A and various types of high moisturising ingredients. These ingredients will penetrate into deeper skin level, repairing dryness and dehydrated the skin



## Longrich BODY WASH

Herbal moisturising body wash

### Benefits

- It has the ability to enhance the appearance and feel of the skin by improving the body suppleness and spleen
- It is not potentially toxic or harmful to the body
- It has natural antiperspirant properties and contains Vitamin B Complex
- It has anti-bacteria properties
- It enhances the efficacy of active sun screen ingredients to UV rays and promotes healing process
- Protects the skin barriers' lipid balance and reduces trans-epidermal water loss




\*NOTE: Avoid eye contact, in case of accidental contact, rinse with water immediately.



www.longrich.com

Contact your distributor:



 **Longrich**


## II ENERGY CUP

**Health Benefits:**

1. Filters & purifies water
2. Remove chorines
3. Make zinc rich water
4. Break fat in body
5. Alkaline water

### WHY DRINK II ENERGY WATER?



1. Helps to lose weight
2. Healthy Skin
3. Fights Infection
4. Get rid of Body Toxins
5. Healthy Heart
6. Prevent Joint Pains & Arthritis
7. Boost Energy
8. Prevent Constipation
9. Reduce risk of Cancer
10. Improves Productivity

 **Longrich** **CALCIUM**  
Iron zinc calcium chew

**Benefits**

- Enriched with magnesium, zinc and...
- It helps the blood to maintain alkaline PH level
- It aids in formation of haemoglobin
- Increases brain development
- Helps to cure insomnia and anaemia
- It assists in development of sex organs
- Protects against various forms of cancer and prostrates disorders (strongly recommended for all men above 35years)
- It reduces risk of colon cancer



**DOSAGE:** 1 tablet 3 times daily  
**CAUTION:** Pregnant women are to take it at their second trimester of pregnancy

Contact your distributor:

www.longrich.com

 **Longrich** **Arthro SupReviver**

**Benefits (Unisex)**

- Effective for treating stroke, arthritis, rheumatism, bone/joint issues and also helps to boost immune system
- It is an important structural component of cartilage and provides much of its resistance to compression along with glucosamine
- For treating osteoarthritis as a dietary supplement
- Helps generate cartilage, exhibit anti-inflammatory effect and it is a derivative of cellular glucose metabolism
- It has the function of stimulating the skin & promoting blood pressure
- Suitable for people with low immunity



**60 tablets**

\*NOTE: Not suitable for children & pregnant women.  
People who are allergic to seafood or have gout should consult medical advice before taking it.

 **Longrich** **MENGQUIAN**  
Fertility supplement for women

**Benefits**

- It is a female fertility vitamins
- It is anti-aging
- It clears and tones the skin
- It corrects hormonal imbalance



**\*NOTE:** Suitable for people with chloasma and the elderly  
Not suitable for children or male

Contact your distributor:

www.longrich.com

 **Longrich** **LIBAO**  
Fertility supplement for men

**Benefits**

- For male reproductive system
- Improves sexual performance
- It boosts sperm count
- Needed for men's optimal health



**\*NOTE:** Suitable for men with low immunity and easily tiring  
Not suitable for children or female

Contact your distributor:

www.longrich.com

 **Longrich**


**Whole Healthy Vegefruit**  
**Vegan Raw Food**

- # Plenty of energy!
- # No digestion problems
- # Lose weight easily
- # Fight against diseases






**CORDYCEPS MILITARIS**  
( Chinese Medicinal Herb Capsule )




**What does Cordyceps Militaris Help for you?**

It is used as a curative to many diseases like:

Anti-aging	Hyperglycemia
hypoglycemic	Hyperlipidemia
Aphrodisiac	Asthenia after severe illness
Cancer treatment	arrhythmias
Anti-fatigue	Hearth diseases
Night sweating	Liver disease
Respiratory disease	

Serves against Kidney and Lung problems



CORDYCEPS MILITARIS  
HERBS

 **Longrich MOSQUITO REPELLENT**

**Benefits**

- Be free from mosquitoes bites for up to 8hours
- Spray to the external part of the body
- It neither causes cancer nor harmful to the skin
- It does not cause oxidation
- It disturbs the function of special receptors in mosquito antennae
- Deet, as its active ingredient does not cause skin irritation
- Once it penetrates the human body, it is eliminated in urine



\*NOTE: Do not inhale, spray to the eye or mouth & keep away from children.  
Use with caution for asthmatic patient & pregnant women.  
Do not apply to injuries.

 **Longrich BLOOD FAT REDUCING TEA**  
Tianjiang Tea

**Benefits**

- It eliminates liver fat
- Improves blood circulation
- It is a weight management tea
- It is a detoxifier
- It aids tommy reduction



15 sachets

DOSAGE: Soak 1 sachet in hot water allow for 30minutes before drinking.

Contact your distributor:

www.longrich.com

 **Longrich GREEN TEA**  
XINCHANG TEA

**Benefits**

- **Jaundice:** It helps remove bilirubin, check its production and increases supply of oxygen in the blood
- **Piles:** It facilitates and soothes digestive and respiratory systems
- **Urinary Disorder:** It increases production of urine and inhibits infection in kidney and urine systems
- **Weight Loss:** It is a very good dietary option containing detoxifier and anti-carcinogenic
- **Kidney Disorder:** It washes away toxins in the kidney
- **Anti Congestive:** It relieves congestion of respiratory system including nose, throat, etc.
- **Liver & Gall Bladder:** A good appetizer, regulates metabolism and improves blood circulation
- **Depression:** It provides a relaxing & tranquillising effect



15 bags

**PRESCRIPTION:**  
1 - 2 bags a day, infuse repeatedly with boiling water until tea becomes colorless



## 4. COMPENSATION PLAN:

### (i) FIRST STEPS:

- (For our new members & all team members who are yet to begin building their business.) ★★
- ATTEND quite a few business presentations, in order to obtain a good understanding of the business. (Company Profile, Products, Overview of the Compensation Plan. Search for & watch various Longrich clips on You-Tube. You can only share what you know.
- Make sure that you take two or three people along with you to each Business Presentation, so that your team can start to grow while you're still learning. Aim to get two active legs in place asap so that you can earn your first commission five to six weeks later.
- Once you understand the business a bit better, SET your GOALS, and then start to organize your own one-on-one or group presentations for your prospects. Your direct team leader can also assist you with group presentations if possible.
- Work on your business DAILY. It's a part-time business, not a spare time business.
- Teach your team (Success Lines) to do same as above!

### (ii) WHAT IS PVs:

- PV stands for Product Value. This is the numerical value that Longrich attaches to every SINGLE unit of each product that Longrich offers.
- The numerical value differs from product to product.
- So each time you purchase a product, Longrich adds the value of that product to your accumulated PV.

### (iii) JOINING THE BUSINESS:

- There are 2 growth routes in Longrich

#### **\*1st - Entry Levels\***

There are Four (4) Entry Levels and these are: SILVER: GOLD: PLATINUM: VIP.

1. Platinum VIP 1680PV 12% + (1%)
2. Platinum 720PV 12%
3. Gold 240PV 10%
4. Silver 120PV 8%

#### **What are the prices of the entry packages in South Africa?**

Platinum 12% R27,000  
Gold 10% R10,800



Silver 8% R3,800  
Q Silver 8% R1,000

**NB: Most of the time there are promotions. Ask at the head office always.**

### **How do I move from one entry level to another?**

You upgrade by buying products worth the difference of PV (Product Value) between your current level and your desired entry level. For example, if your current level is Silver with 120 PV and you desire to upgrade to Platinum which has 720 PV, you need to fill form to buy products worth  $720 - 120 = 600$  PV. Remember to indicate 'Upgrade' on the Form.

### **Why must I upgrade?**

Because this is the money that you can earn at each level- Maximum Performance Bonus per week.

Platinum - R225 000/wk/leg  
Gold - R75 000/wk/leg  
Silver - R15 000/wk/leg  
Q Silver - R 7500/wk/leg

- However in some instances a SILVER Entry level can earn more bonuses than a VIP Entry level?  
This is possible if the Silver entry has minimum of two of the following Gold, Platinum or VIP as success lines while the VIP Entry Level has only Silver as success lines.
- However, the best growth route is to upgrade to platinum entry level.

### **\*2nd - Promotional Levels/Ranks\***

Pre diamond: less than 720pvs

1. Diamond 1= 720pvs
2. Diamond 2 = 1680pvs
3. Diamond 3= 3600pvs + 2 D2s on 2 different legs
4. Diamond 4=15,000pv + 2 D3s on 2 different legs
5. Diamond 5= 75,000pvs + 2 D4s on 2 different legs
6. Diamond 6=225,000pvs + 2 D5s on 2 different legs





7. Diamond 7=450,000pvs + 3 D5s on 3 different legs
8. Star Director1 =1.5million PVS + 3 D6s on 3 different legs
9. Star Director 2 =3.75m PVS + 3 D7s on 3 different legs
10. Star Director 3= 9M PVS + 3 Star Director 1s on 3 different legs
11. Star Director 4= 20M PVS + 3 Star Director2s on 3 different legs
12. Star Director 5= 60M PVS + 3 Star Director3s on 3 different legs

## **BONUS & INCENTIVES**

- You do not have to buy products every month to enjoy the bonus payments. However, there must be activities in at least TWO of your success lines (LEGS) for you to enjoy Performance and Development Bonuses.
  - There is one particular bonus that you lose out of the four bonuses if you don't do your 30pvs. It is called Maintenance bonus. Maintenance bonus is very big, so it is always advisable to do your 30pvs once and people under you starts earning in order to continue enjoying all the four bonuses.
  - There are 2 types of Network Trees:
    1. Placement Tree - Up to 3 legs, using the matrix concept.
    2. Sponsor Tree - Unlimited legs, using Unilevel Concept.
  - Longrich Worldwide Compensation Plan – 4 Bonuses, 3 Incentives  
(All bonuses are paid in US Dollar & converted to local currency by fixed conversion rate.)
- 1. Bonus 1: Performance Bonus (8%~12% weekly, based on Entry Levels)**  
Based on placement tree.
- No maintenance.
  - Bonus calculation by groups.
  - Unlimited levels
  - Bonus by percentage of Entry Levels and limited accordingly.
  - Bonus paid if there are PV's in 2 or 3 groups. Paid for the week on groups with smaller PV. The group with highest PV brought forward to next week.

Entry Levels	Weekly Bonus	Max Bonus per week (per leg)
Platinum VIP	12%	R225 000/wk/leg
Gold	10%	R75 000/wk/leg
Silver	8%	R15 000/wk/leg
QSilver	8%	R 7500/wk/leg

## 2. Bonus 2: Development Bonus (10% weekly)

- Based on placement tree.
- No maintenance.
- Bonus calculation by groups and levels.
- Unlimited levels, unlimited payout.
- Bonus payment for the week: For every level, take the account with highest PV in each of 3 groups to be qualified accounts. So there are up to 3 qualified accounts for each level. Bonus paid if there are 2 or 3 qualified account. Bonus paid on the qualified accounts of smaller PV. For each level,  $[(PV \text{ of qualified account } 1)/240 + (PV \text{ of qualified account } 2)/240] \times 24 = \text{Dev.}$

## 3. Bonus 3: Leadership Bonus (10%~45% weekly)

- Based on sponsor tree and ranking.
- Ranking is by Placement Tree and all sales types.
- No maintenance.
- Bonus calculation by levels and Performance Bonus of members.
- Limited levels by ranking up to 12 generations and unlimited pay out by width.
- Bonus payment for the week: You are entitle to receive percentage of Performance Bonus of your downlines under your sponsor tree.

## 4. Bonus 4: Maintenance and Repeat Order Bonus (per Cycle)

### Bonus 4A: Repeat Order Bonus – Maintenance Bonus (4.5% per cycle)

- Based on placement tree.
- Need monthly maintenance 30 PV.
- Bonus per cycle: 4.5% on 30 PV maintained by your network accounts within 15 levels.

### Bonus 4B: Repeat Order Bonus – Breakaway Bonus (21%~45% per cycle or month)

- Based on sponsor tree.
- Need 30 PV maintenance per cycle or month.
- Bonus per cycle: You are entitle a percentage on the excess PV from your downlines including your own account, after deduct monthly maintenance of 30 PV (total PV of the cycle or month – 30 PV).



Repeat Order PV - Excess of 30PV	% Bonus Payout
0 ~ 99	21%
100 ~ 199	25%
200 ~ 399	29%
400 ~ 799	33%
800 ~ 1599	37%
1600 ~ 3499	41%
3500 & above	45%

**Bonus 4C: Repeat Order Bonus – SD Development Bonus or Horizontal SD Bonus (10% per cycle or month)**

- Based on sponsor tree.
- Need 30 PV maintenance per cycle or month.
- You must be an SD (Super Distributor). You are qualify as an SD (45%), if:  
the excess PV of Personal Group Sales reach 3500 PV within a cycle, or  
you have SD in one of your group, and excess PV of other groups have reached 1750PV,  
or you have one SD in each of two groups.
- Bonus requirement: There must be 1 SD in your sponsor network.
- Bonus per cycle: You are untitled 10% of excess PV of your SD downline on level nearest to you of each group.

**Bonus 4D: Repeat Order Bonus – SD Leadership Bonus or Vertical SD Bonus (10% per cycle or month)**

- Based on sponsor tree.
- Need 30 PV maintenance per cycle.
- You must be an SD (Super Distributor).
- Bonus Requirement: Develop 3 or more vertical SD.

No. of Verticle SD	% Bonus Payout
3 SD	5%
5 SD	3%
7 SD	2%
9 SD	1%

- Incentive # 1: Worldwide Incentive - 2.5% (Travel 1%, Car 1%, House 1%)**  
**NB: Cars incentives starts from Diamond 5**
- Incentive # 2: Platinum VIP Incentive - Sharing of 1% of Worldwide PV.**
- Incentive # 3: Star Director Worldwide Incentive.**

## Longrich Elites World Incentive Trip



### Longrich Elites World Incentive Trip

Russia, Korea, France, Malaysia, Italy, Indonesia, Taiwan