Evolve
PERKS
Celebrate your success, your way
LifeVantage

"As a LifeVantage Consultant, you're making a difference, growing, and accomplishing absolutely incredible things every single day. Whether you choose to Evolve Possibilities in your life by focusing on Customers or by building a team of Consultants alongside you, your drive and determination deserve to be rewarded. The Evolve Perks Recognition program is for you, celebrating your successes every step of the way."

KRISTEN CUNNINGHAM
CHIEF SALES OFFICER

Evolve PERKS

CELEBRATIONS ALL ALONG THE CONSULTANT PATH

There's A LOT to look forward to as you begin your journey with the Evolve Compensation Plan. Each stage of the Consultant Path brings new opportunities. And every step you take as you build your business leads to even greater possibilities.

It's important to have some fun along the way! That's where Evolve Perks come in. This exciting Consultant recognition program includes incredible rewards like new Rank recognition, exclusive trainings, special event opportunities, gifts, travel experiences, and more.

It's time to celebrate YOU and all of your accomplishments as you evolve.

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Figures in this booklet vary per market. Please check your market's website for correct market information. To determine approximate value in local currency, multiply USD by the hypothetical currency PEG Rate (exchange rate) listed in your market's Evolve Compensation Plan. Please note that PEG Rate is subject to change.

THE evolve possibilities PATHWAY

The average annual earnings of a US LifeVantage Consultant for 2022 is $885

Recognition Ranks

Recognition Ranks are achieved by building and growing your team and advancing along the Consultant Path. You'll be eligible for Evolve Perks based on your Paid-as Consultant Rank. Your monthly activity will determine your Recognition and Paid-as Ranks as seen in the chart below:

Paid-as Rank Requirements

	CONSULTANT C	CONSULTANT 1 C1	CONSULTANT 2 C2	CONSULTANT 3 C3	SENIOR CONSULTANT 1 SC1	SENIOR CONSULTANT 2 SC2	SENIOR CONSULTANT 3 SC3	MANAGING CONSULTANT 1 MC1	MANAGING CONSULTANT 2 MC2	MANAGING CONSULTANT 3 MC3	EXECUTIVE CONSULTANT 1 EC1	EXECUTIVE CONSULTANT 2 EC2	EXECUTIVE CONSULTANT 3 EC3	EXECUTIVE CONSULTANT 4 EC4	PRESIDENTIAL CONSULTANT PC1
PERSONAL PURCHASE CAP	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
SALES VOLUME REQUIREMENT		150	200	250	300	300	300	300	300	300	300	300	300	300	300
GROUP SALES VOLUME			500	1,000	2,000	3,500	6,000	10,000	20,000	40,000	80,000	150,000	300,000	600,000	1,000,000
MAXIMUM VOLUME RULE				750	1,500	2,500	4,000	6,000	10,000	20,000	40,000	67,500	135,000	270,000	450,000

A Little Sparkle Wherever you go

RANK ADVANCEMENT PINS & CERTIFICATES

Wear your love for LifeVantage and show off your achievements everywhere you go.

You'll receive a stunning pin for your first Rank advancement and a new one at every new Rank along the Consultant Path. Bronze, silver, and gold plus sparkling stones surround the LifeVantage symbol to signify the new Rank you've achieved! You will also get a beautifully designed Digital Certificate recognizing your advancement delivered in a congratulatory email!

Step Into the Spotlight

SELLER TITLE RECOGNITION

Every new title earns recognition at in-person events. Check out when you'll be recognized live.

Celebrate Every Step

Recognition Requirements

RECOGNITION IN 2026

Each January we will look at the previous 12 months (calendar year) and set your new Recognition Rank as your single highest Paid-as Rank you achieved during that period. This Rank will be your Recognition Rank until you advance above it.

Reach for the Summit as You Rise

APPLICABLE RANK IS MC1

Growth Summit 2026

As you rise through the Ranks, start setting your sights on the top. To help you reach your peak, join us at the base of the beautiful Wasatch Mountains in Utah for Growth Summit. As a new MC1, this exclusive event will help you prepare for leadership, master the fundamentals of business building at this key Rank, and learn what you need to take your business even higher.

This once-in-a-lifetime experience happens twice a year, starting spring 2026. It includes a 2-night stay, a visit to the home office, growth training, and social activities where you can create lifelong friendships with other Consultants.

Growth Summit is earned depending on individual diligence, work effort, and market conditions. LifeVantage does not guarantee success. See qualifications for additional information.

Qualification Periods: January–June 2026 July–December 2026

NEW LIFETIME MANAGING CONSULTANTS 1

- Maintain Paid-as MC1 for 3 consecutive months. Growth Summit qualification must be completed within 3 full qualification periods after advancing to MC1.
- Maintain Paid-as SC3 or above until the month of the trip.

2026 GROWTH SUMMIT DATES

- Spring: March 20–22, 2026
- Fall: October 25–27, 2026

Note: The most up-to-date details can always be found at LifeVantage.com.

Achievers Retreats & Achievers Rewards

Check LifeVantage.com for the latest on how to qualify.

Achieve more, experience more, all year long.

ACHIEVERS REWARDS

Reach milestones throughout the year to earn exclusive rewards and celebrate your success.

ACHIEVERS RETREATS

Qualify for unforgettable travel experiences with fellow achievers to exciting new destinations throughout the year.

*Of the 60,000 active LifeVantage Consultants, approximately 250 earn company incentive trips.

Inspired Achievements Deserve Incredible Gifts

APPLICABLE RANKS EC1 & ABOVE

Recognition Rank Gifts

Reaching EC1 and above is an impressive achievement that deserves something extra special.

Image courtesy of Sonos.

Advance

Hard work pays off! Advance to EC1 or above and receive an incredible gift to celebrate.

Here's what you can earn:

EC1 | Advance to EC1 for the first time and receive a congratulatory flower delivery.

EC2 | Advance to EC2 for the first time and maintain Paid-as EC2 for 1 additional month within the 6 months immediately following the month of advancement. Choose between:

Apple AirPods Max®

or

A $500[USD] travel gift card

EC3 | Advance to EC3 for the first time and maintain Paid-as EC3 for 1 additional month within the 6 months immediately following the month of advancement. Choose between:

Set of Sonos® Move 2 speakers

or

A $750[USD] travel gift card

EC4 | Advance to EC4 for the first time and maintain Paid-as EC4 for 1 additional month within the 6 months immediately following the month of advancement. Choose between:

Louis Vuitton® Horizon 50 Monogram rolling carry-on

or

A $1,500[USD] travel gift card

 Consultants earnings and incentives will depend on individual diligence, work effort, and market conditions. LifeVantage does not guarantee success. See qualifications for additional information.

Presidential Rank Advancement

Gifts get more exciting with every rank advancement—and when you reach Presidential Consultant, the possibilities are endless! Whether it's a bucket-list getaway, luxury travel accessories, or high-end tech, you can select a personalized reward worth up to $10,000[USD].

PRESIDENTIAL CONSULTANT

Advance to Presidential Consultant and maintain Paid-as Presidential for 3 additional consecutive months OR be Paid-as EC4 for the 3 consecutive months prior to advancement. Choose any gift worth up to $10,000[USD] to suit your personal interests and lifestyle.

Consultant earnings and incentives will depend on individual diligence, work effort, and market conditions. LifeVantage does not guarantee success. See qualifications for additional information.

Maintain

The gifts don't stop with rank advancements! Starting January 2026, maintain Paid-as EC1 or above for at least 4 months in a calendar year to qualify for an exclusive Rank Maintenance gift.

In 2026, your dedication and achievements will reward you with both a Calpak Hue Carry-On and a Calpak Laptop Backpack.

Rank Maintenance Requirements

EC1–Presidential | Maintenance Requirements: Maintain Paid-as your highest achieved Rank for 4 out of 12 months in the calendar year.

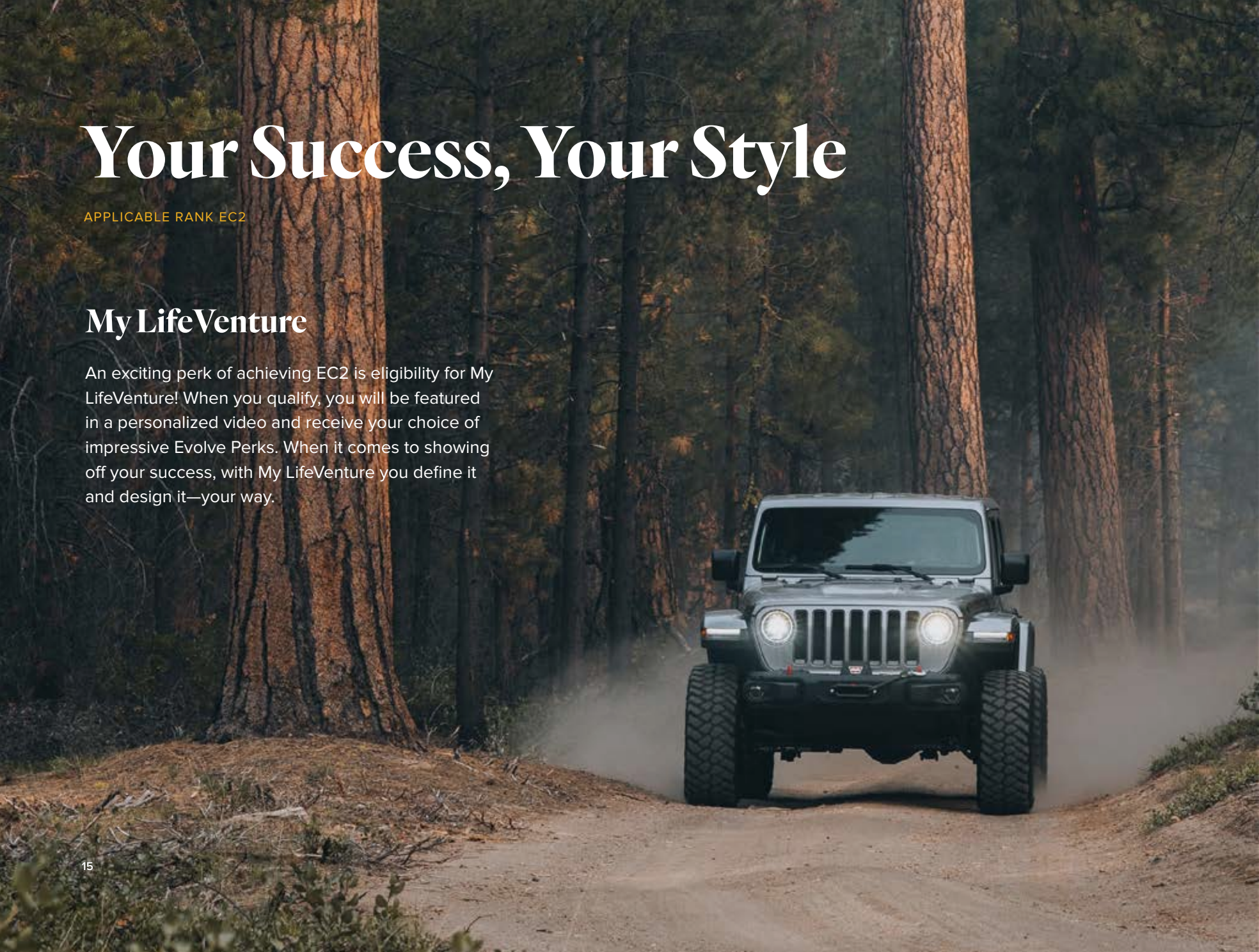
Consultant earnings and incentives will depend on individual diligence, work effort, and market conditions. LifeVantage does not guarantee success. See qualifications for additional information.

Your Success, Your Style

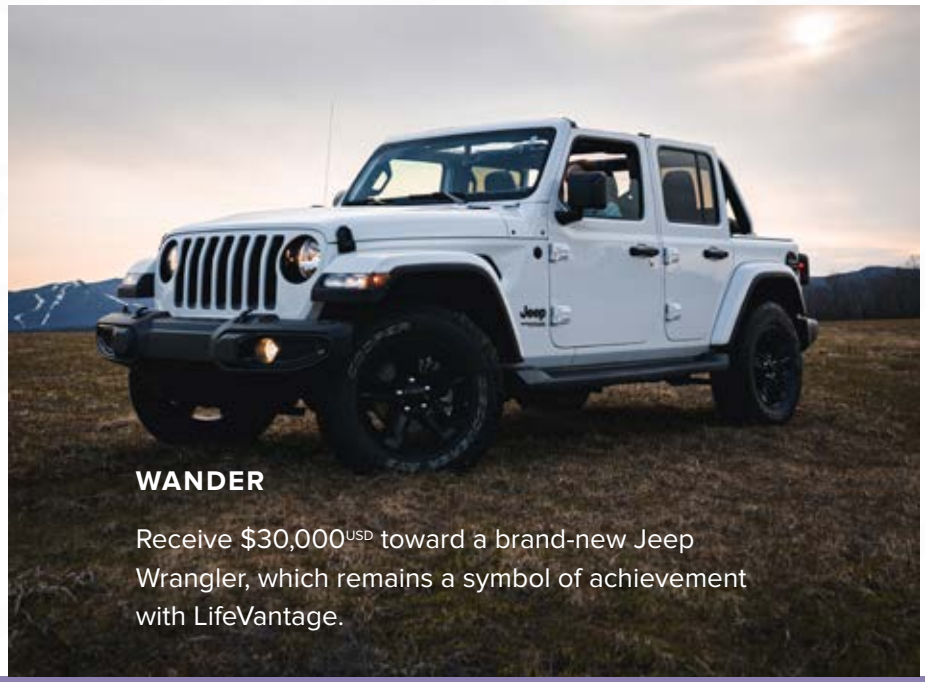
APPLICABLE RANK EC2

My LifeVenture

An exciting perk of achieving EC2 is eligibility for My LifeVenture! When you qualify, you will be featured in a personalized video and receive your choice of impressive Evolve Perks. When it comes to showing off your success, with My LifeVenture you define it and design it—your way.

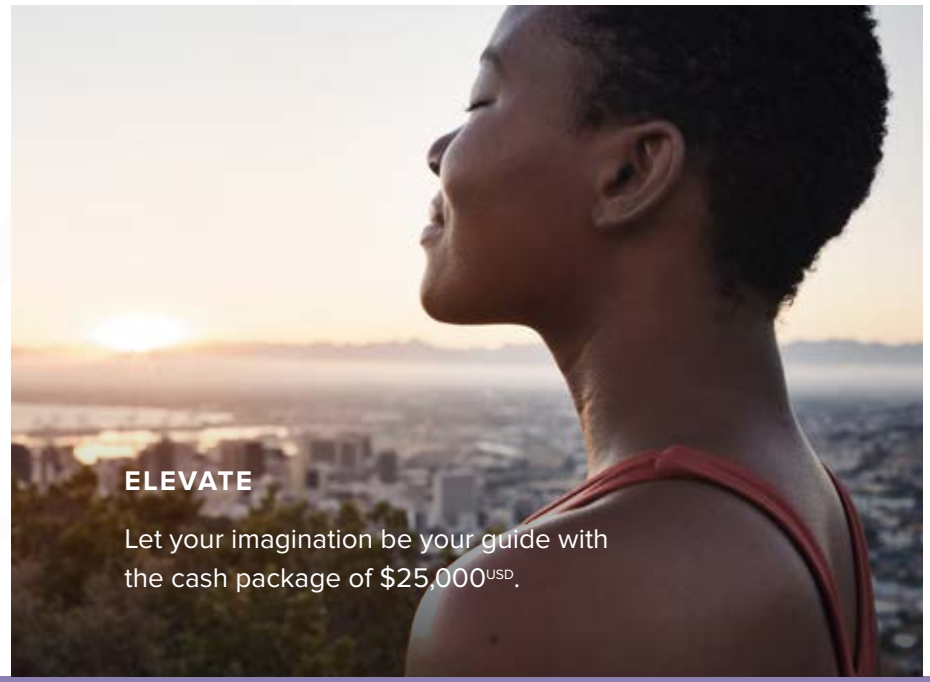


You've Got Options!



WANDER

Receive $30,000USD toward a brand-new Jeep Wrangler, which remains a symbol of achievement with LifeVantage.



ELEVATE

Let your imagination be your guide with the cash package of $25,000USD.

How to Qualify

- Advance to EC2 and maintain EC2 or above for 6 consecutive months. Qualification must be completed within 18 months of advancing to EC2.
- Anyone paid as Pro 8 or above or who previously qualified for My LifeVenture under the old plan is ineligible to earn My LifeVenture under the Evolve Compensation Plan.

Find details and check out the stories of Consultants who have earned My LifeVenture at LifeVantage.com.

*Since the beginning of the program in 2018, approximately 230 Consultants have earned the My LifeVenture award by achieving EC2 and maintaining that rank for 6 consecutive months within 18 months of advancing to EC2. The average number of active Consultants over this period of time is 62,407.

Global Convention 2026

APPLICABLE RANKS C1 & ABOVE

Listen to inspirational keynote speakers, get a sneak peek at upcoming LifeVantage products and business plans, and connect with Activation Nation in a fun, exciting environment. Global Convention occurs every 18 months, and the most up-to-date details can always be found at LifeVantage.com. Advancements through August 30, 2026, will be recognized in October 2026.

SHOW OFF YOUR ACHIEVEMENTS

When you Rank advance to EC1 and above, you will receive an exclusive, beautifully engraved crystal trophy awarded on-stage at Global Convention.

Your VIP Treatment Awaits!

APPLICABLE RANKS EC1 & ABOVE

Executive Perks at Global Convention

As an Executive Leader, you get special treatment at Global Convention to help make your event experience even more memorable!

Once you arrive, get a head start on the excitement of Convention when you get your leadership lanyard and access to VIP lines. Plus, attend an exclusive Leadership Meeting with the LifeVantage executive team to get a sneak peek of what's to come. During the event, save time and head straight for your reserved seat during every general session. You'll have an excellent vantage point to witness all the excitement.

You'll also be treated to premium experiences at invitation-only special events. To qualify for the Executive Dinner qualifications you must hit EC Maintenance. Or if you are a new Lifetime EC1 rank advancement.

Presidential Concierge Service at Convention

Reach Presidential Rank and you'll enjoy the best of the best at Global Convention. Ride in style to and from the airport, get the best seats in the house, and party with your peers at invitation only experiences designed just for you!

- FREE event registration
- First access to reserve hotel room within LifeVantage block
- Transportation to and from the airport
- Badge and registration packet delivery (no standing in line for registration)
- FREE backstage meals
- White-Couch VIP area

The Inner Circle of Success

APPLICABLE RANKS EC1 - PC

The Founder's Circle rewards exceptional contributions to the global growth of LifeVantage with reserved seating in general sessions and special in-person recognition at events. This includes an exclusive pin, marking you as part of the inner circle of business builders who've invested significant time, energy, and leadership to achieve a lifetime of success with your team.

How to Qualify

SILVER TIER

Achieve lifetime cumulative Group Sales Volume of 15,000,000 – 49,999,999. Must maintain a Recognition Rank of EC1 or above each calendar year.

GOLD TIER

Achieve lifetime cumulative Group Sales Volume of 50,000,000+. Must maintain a Recognition Rank of EC1 or above each calendar year.

 Consultant earnings and incentives will depend on individual diligence, work effort, and market conditions. LifeVantage does not guarantee success. See qualifications for additional information.

Recognition At-a-Glance

RANK	C1	C2	C3	SC1	SC2	SC3	MC1	MC2	MC3	EC1	EC2	EC3	EC4	PC
EMAILED DIGITAL CERTIFICATE	x	x	x	x	x	x	x	x	x	x	x	x	x	x
RECOGNITION RANK PIN	x	x	x	x	x	x	x	x	x	x	x	x	x	x
ACHIEVERS RETREATS & ACHIEVERS REWARDS ELIGIBLE	x	x	x	x	x	x	x	x	x	x	x	x	x	x
SOCIAL MEDIA AND/OR MARKET RECOGNITION				x	x	x	x	x	x	x	x	x	x	x
EVENT ON-STAGE PARADE							x	x	x	x	x	x	x	x
GROWTH SUMMIT ELIGIBLE							x							
CONGRATULATORY CALL										x	x	x	x	x

Recognition At-a-Glance

RANK	C1	C2	C3	SC1	SC2	SC3	MC1	MC2	MC3	EC1	EC2	EC3	EC4	PC
EVENT ON-STAGE TROPHY PRESENTATION										X	X	X	X	X
CONVENTION PERKS: VIP LINE ACCESS, RESERVED SEATING, EXCLUSIVE EVENT										X	X	X	X	X
MONTHLY EXECUTIVE CALL										X	X	X	X	X
FOUNDER'S CIRCLE ELIGIBLE										X	X	X	X	X
EXECUTIVE DESTINATION ELIGIBLE										X	X	X	X	X
RANK ADVANCEMENT GIFT											X	X	X	X
MAINTENANCE GIFT											X	X	X	X
MY LIFEVENTURE ELIGIBLE											X			
EVENT CONCIERGE SERVICE														X
PRESIDENTIAL EXPERIENCE ELIGIBLE														X

Evolve Perks FAQs

WHAT HAPPENS TO MY RANK IN 2026?

Paid-as Rank: Your Paid-as Rank will be determined by your monthly volume as detailed in the Evolve Compensation Plan.

Recognition Rank:

- Consultants will be recognized for their single highest paid-as rank from January-December 2025 until they advance beyond that rank in 2026.

WHAT DOES RE-RANKING MEAN FOR RECOGNITION?

You will be recognized as your Recognition Rank each year, until you advance beyond it. This goes for stage and call introductions, the Rank that is printed on your badge etc.

WHAT HAPPENS TO MY RECOGNITION RANK IF I RANK ADVANCE DURING THE YEAR?

When you advance above your highest achieved Rank, your Recognition Rank will reflect that new Rank for the rest of the calendar year as well as the following calendar year.

WHAT ARE THE YEARLY RE-RANKING REQUIREMENTS?

Your Recognition Rank will be evaluated every January and determined by your single highest Paid-as Rank within the previous calendar year (January – December).

CAN I GET BACK TO BEING RECOGNIZED AS A RANK PREVIOUSLY HIT?

Yes, if you get back to the same Paid-as Rank one time, you will be recognized as that Rank for the rest of the calendar year as well as the following calendar year. However, this will not be recognized as a Rank advancement. To be considered a Rank advancement, you must advance above the highest Rank previously achieved.

AM I ELIGIBLE FOR A RANK ADVANCEMENT GIFT AND A MAINTENANCE GIFT IN THE SAME CALENDAR YEAR?

Yes. You can now earn a Rank Advancement and Maintenance Gift in the same calendar year if you meet the outlined eligibility requirements for both.

DO MAINTENANCE GIFTS STACK WITHIN A CALENDAR YEAR?

No. You can only earn 1 Maintenance Gift based upon meeting the maintenance requirements for your highest achieved Rank.

IS THERE A LIMIT TO THE NUMBER OF RANK ADVANCEMENT GIFTS I CAN EARN IN A YEAR?

No. There's no limit to how many advancement gifts can be earned in 1 year. They will be awarded for any advancement that qualifies.

WHAT ARE THE TERMS & CONDITIONS FOR RANK GIFTS?

- For Executive Consultant 2–4, first-time Rank Advancement Gifts will be awarded after you complete the advancement and maintain that Paid-as Rank for 1 additional month. Must be completed within 6 months of advancing in order to qualify for a gift.
- Presidential first-time Rank Advancement Gifts are awarded 1 of 2 ways:
- Immediately after your first Paid-as PC qualification, if the EC4 Rank was maintained the previous 3 months or
- Immediately after you qualify as Paid-as PC for 2 additional months (3 total), if the EC4 Rank was not maintained the previous 3 months.

WHAT ARE THE TERMS & CONDITIONS FOR FOUNDER'S CIRCLE?

- Consultant account must be in Good Standing.
- You must be present at the event to receive recognition and your pin.
- In the event that a Founder's Circle member also qualifies for Presidential event seating, please note reserved seating for 2 at events is limited to one per household (i.e., you will not receive reserved seating for 4).

WHAT ARE THE TERMS & CONDITIONS FOR MY LIFEVENTURE?

- The My LifeVenture program may be modified or cancelled at any time as the sole discretion of LifeVantage Corporation without any notice to Consultants.
- The My LifeVenture award may be earned only one per Consultantship/Distributorship, independent of the number of co-applicants on the account.
- EC2 Rank Advancement month can count towards the 6 consecutive months.
- Those who have achieved My LifeVenture during the lifetime of the account are ineligible for this program.
- Anyone paid as a Pro 8+ at any time in the old plan is not eligible for My LifeVenture in the Evolve Compensation Plan.

WHAT ARE THE TERMS & CONDITIONS FOR GROWTH SUMMIT?

- LifeVantage will pay for one Consultant per account to attend the Growth Summit.
- Inclusions: 2-night accommodations, flight credit applied at the time of booking with our vendor, round-trip transfer between airport and hotel, meals hosted by LifeVantage, and training from top Executive and Presidential Consultants.
- Buy-in (excludes airfare) is available to the program for a spouse or named business partner.
- Anyone Paid-as a Pro 4 or above at any time in the old compensation plan is no longer eligible to qualify for Growth Summit.
- The Growth Summit is limited to a maximum of 2 participants per account; this includes the qualified attendee Consultant and optional buy-in.
- Consultants must attend the Growth Summit trip immediately following their qualification period. No deferrals.
- The Growth Summit is non-transferable.
- No substitutes or cash equivalent will be awarded.
- LifeVantage reserves the right to change any of the terms and conditions without prior notice to the participants.
- LifeVantage reserves the right to interpret the rules of the Growth Summit.
- LifeVantage has the final decision in the event of any disputes regarding the qualification, requirements, and rewards of the Growth Summit.

"Evolution takes action. One step, then another... and then another. Follow your own Consultant Path. Start wherever you are today. As you evolve, you'll surprise yourself every single day. And in the process, you'll accomplish more than you could ever dream.

Our future is brighter than ever because, together, we're writing the greatest chapter in our company's history. The Evolve Compensation Plan is the path to what's possible."

STEVE FIFE
LIFEVANTAGE PRESIDENT & CEO

LifeVantage®