

The Crunchi® Advocate Program is designed to reward you however you choose—whether you're sharing with your audience, building a community, leading a team or all three. Here's everything you can earn.

Personal Sales

Earn up to 40% sharing Crunchi.

Monthly Personal Volume	Payout %
0	20%
1,000	25%
2,500	30%
7,500	35%
15,000	40%

Personal Volume (PV): The total volume of your Client purchases combined with your personal purchases.

Note: Body Category has volume (CV/QV) that corresponds to 60% of the purchase price.

New Client Bonus

Earn an additional bonus when you introduce Crunchi to someone new.

Monthly New Client Personal Volume	Bonus
250	\$50.00
500	\$100.00
750	\$150.00
1,000	\$200.00
2,000	\$400.00
3,000	\$600.00

New Client Personal Volume (NCPV): The total volume generated from all of your New Client orders.

Team Sales

Earn up to 10% on your team's sales.

In addition to earning on your personal sales, you can also earn through building a team. Your Personal Volume is not capped and counts towards your Team Volume. Through generating both PV and TV, you can advance to new titles and earn even more!

Title	Monthly Volume Requirements				Team Commissions			
	TV	PV	NCPV	Max Leg Volume	Lvl 1	Lvl 2	Lvl 3	Lvl 4
Sr. Advocate	250	150			6%			
Pioneer	500	150			7%			
Educator	1,000	150			8%	6%		
Executive	2,500	300			9%	7%	6%	
Activist	5,000	500	100		9%	9%	7%	
Ambassador	10,000	750	250	5,000	10%	10%	8%	8%
Luminary	17,500	750	250	8,750	10%	10%	9%	9%
Trailblazer	25,000	750	300	12,500	10%	10%	9%	9%
Visionary	50,000	750	300	25,000	10%	10%	9%	9%
Innovator	100,000	1,000	500	50,000	10%	10%	10%	9%
Legend	200,000	1,000	500	100,000	10%	10%	10%	9%
Legend I	400,000	1,000	500	200,000	10%	10%	10%	9%
Legend II	800,000	1,000	500	400,000	10%	10%	10%	9%
Legend III	1,500,000	1,000	500	750,000	10%	10%	10%	9%
ICON	3,000,000	1,000	500	1,500,000	10%	10%	10%	9%

Team Volume (TV): your PV plus the PV of all the Advocates on your team. TV determines your title.

Commissionable Team Volume (CTV): the remaining Team Volume after your downline Advocate's PV commissions have been paid. You will be paid up to 10% on their CTV, depending on your title.

BONUS: Your Personal Volume counts towards your Team Volume—meaning you can reach additional Bonuses and Titles just on your personal sales!

Title Advancement Bonus

Earn a bonus when you reach a new title for the first time.

Title	Title Advancement Bonus			Total Potential Title Bonus
	1st	2nd	3rd	
Educator	\$50			\$50
Executive	\$75			\$75
Activist	\$100			\$100
Ambassador	\$150	\$150	\$200	\$500
Luminary	\$200	\$200	\$400	\$800
Trailblazer	\$300	\$300	\$600	\$1,200
Visionary	\$400	\$400	\$800	\$1,600
Innovator	\$500	\$500	\$1,000	\$2,000
Legend	\$750	\$750	\$1,500	\$3,000
Legend I	\$1,000	\$1,000	\$2,000	\$4,000
Legend II	\$1,500	\$1,500	\$3,000	\$6,000
Legend III	\$2,000	\$2,000	\$4,000	\$8,000
ICON	\$4,000	\$4,000	\$8,000	\$16,000

Title Advancement Bonus (TAB): a one-time cash bonus you receive for achieving a new title for the first time. The Ambassador title and above you have the opportunity to unlock additional cash bonuses when you maintain that title or above for two consecutive months.

Crunchi Leadership Circle

Achieve Ambassador title and join the Crunchi Leadership Circle — our exclusive community for top leaders where you'll enjoy the following curated rewards.

- First-time promotion gift and call with our Co-Founders
- Invitation to the monthly Crunchi Leadership Circle call with our Corporate team
- Access to the Crunchi Leadership Circle section on Crunchi.com
- Crunchi exclusive leader support email
- Early access to new products (complimentary product based on Recognition Title)
- Crunchi-versary Gift and a personal message from our Corporate Team
- Personal Birthday message from our Corporate Team
- And so much more!

Leader Bonuses

Earn additional bonuses when you develop a leader.

Builder Bonus				
	1st	2nd	3rd	Total Potential Title Bonus
Ambassador or higher	\$150	\$150	\$200	\$500

Generation Bonus					
Title	1st Gen	2nd Gen	3rd Gen	4th Gen	5th Gen
Luminary	1%				
Trailblazer	1%	0.5%			
Visionary	1%	1%			
Innovator	1%	1%	0.5%		
Legend	1%	1%	1%	0.5%	
Legend I	2%	1%	1%	1%	0.5%
Legend II	2%	2%	1.5%	1%	0.5%
Legend III	2%	2%	1.5%	1%	1%
ICON	2%	2%	2%	2%	1%

Generation (Gen): a group of downline Advocates that starts with an Ambassador or higher Recognition Title Advocate and includes everyone below them, down to (but not including) the next Ambassador Recognition Title or higher.

Generation Pay Requirement: To earn on a Generation you must have Luminary title or above and develop a new first generation to you within a 12 month rolling period. Starting October 1st, 2026, repromotions will not count as a new 1st Generation for the Generation Pay requirement.