

As a Crunchi® Leadership Circle member, you'll be rewarded for leading a team of Advocates who are committed to sharing clean, sustainable products that perform.

## Learn more about our Crunchi Leadership Circle

Your dedication to Crunchi is essential to our mission to impact and empower lives by providing sustainable, clean beauty & personal care products that perform — and that hard work deserves recognition and perks. Our Crunchi Leadership Circle rewards you throughout your leadership journey.

## Let's take a deep dive into the Crunchi Leadership Circle rewards

As a Crunchi Leader, you'll receive the following:

- First-time promotion gift and call with our Co-Founders
- Participation in the monthly Leadership Circle call with our Corporate team
- Consecutive Title Advancement Bonus and Gift (when you hit your Paid As Title of Ambassador or above 3 months in a row)
- Access to the Crunchi Leadership Circle section on Crunchi.com and 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!

*Check out additional Crunchi Leadership Circle Perks and rewards by Recognition Title*

PERK/REWARD	AMBASSADOR	LUMINARY	TRAILBLAZER	VISIONARY	INNOVATOR	LEGEND	LEGEND I	LEGEND II	LEGEND III	ICON
Monthly Crunchi Leadership Circle Call	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to the Crunchi Leadership Circle section on Crunchi.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to exclusive leader support email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Crunchiversary Gift	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Crunchiversary Text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Birthday Text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

PERK/REWARD	AMBASSADOR	LUMINARY	TRAILBLAZER	VISIONARY	INNOVATOR	LEGEND	LEGEND I	LEGEND II	LEGEND III	ICON
First time promotion celebration group call with Co-Founders Kelly and Melanie	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
First time promotion gift	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Consecutive Title Advancement gift (3 months)	Necklace	Jewelry	Jewelry	Jewelry	Jewelry	Jewelry	Jewelry	Jewelry	Jewelry	Jewelry
Early Access to new products to purchase	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary New Products - shipping not included *		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						
Complimentary New Products - shipping included *					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Monthly Innovator+ Call					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Birthday Gift					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Surprise and Delights					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

\* To qualify for complimentary new products, with or without free shipping, you must be paid as Ambassador or above the prior month.

## How to join the Crunchi Leadership Circle

Any Advocate that achieves a minimum Recognition Title of Ambassador or above will be invited to our Crunchi Leadership Circle.

## How to maintain Crunchi Leadership Circle status

Advocates must maintain the Recognition Title of Ambassador or above.

Your Crunchi Leadership Circle status will be removed if an Advocate does not maintain the Recognition Title of Ambassador or above as stated below in our Crunchi Advocate Policies and Procedures (P&P).

- An Advocate's highest Paid As Title, which will be their Recognition Title for a six (6) month period. If an Advocate fails to be Paid As his or her Recognition Title during that six (6) month period, they may maintain their Recognition title during the six (6) month period, but once the original Recognition Title six (6) month period is over, his or her Recognition Title will be updated to the highest Paid As Title that he or she qualified for within the last six (6) months (Current + prior 6 Months).

## Other MLM Affiliation and the Crunchi Leadership Circle

You may represent and promote other Multi-Level Marketing (MLM) affiliation(s) as a member of the Crunchi Leadership Circle, however, once you achieve the Paid As Title of Innovator and above, you will be capped at the Visionary Recognition Title for rewards and perks to align with our Crunchi Advocate policies and procedures below.

- Section 8.13 Complete dedication to Crunchi. *When an Advocate achieves a Paid As Title of Innovator and above, this becomes a turning point in their business. In order to be paid past Visionary, the Advocate must choose Crunchi as the only MLM they represent and promote. While they are permitted to keep their other MLM affiliation(s) for personal use, they may no longer lead, recruit for, or promote another party plan, direct selling, or multilevel marketing products and opportunities. Failure to do so will result in their Recognition/Paid As Title being capped at the Visionary level.*

For your convenience, you can find the current Advocate Policies, Procedures, and FAQs in the Advocate Resource Center (ARC) here: <https://advocate-resources.gorgias.help/en-US>

We can't wait to welcome you to our  
*Crunchi Leadership Circle.*

If you have questions, contact your Crunchi Advocate or please call us at (888) 831-3133 or [advocates@crunchi.com](mailto:advocates@crunchi.com)

