SCENTSY CONSULTANT GUIDE

YOUR JOURNEY STARTS HERE!
The Scentsy MISSION

To bring VALUE to the world by providing an industry-leading, family-friendly business opportunity selling creative, artistic, high-quality products that WARM the Heart, ENLIVEN the Senses and INSPIRE the Soul.

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OH MY, WHAT EXCELLENT SCENTS YOU HAVE!

FRAGRANCE is our passion, too. (Look what we already have in common — and we’re just getting started!)

THANK YOU for JOINING us. You are now part of a GLOBAL MOVEMENT to beautify the WORLD through FRAGRANCE. It really does make LIFE better, doesn’t it? With our combined LOVE of fragrance, we’re sure to ACCOMPLISH great things TOGETHER! 😋

It’s always best to START at the beginning, and your beginning with Scentsy means reaching Shooting Star and Scentsational Start (see page 4). After that, THE SKY IS THE LIMIT. And you? Well, YOU CAN DO ANYTHING.

How do you START? We think sharing is caring, so #ShareScentsy! Let everyone FALL IN LOVE with fragrance like you have. When they see your passion, they’ll be inspired. Let us know how we can HELP YOU SUCCEED, because you and success are two of our other favorite things!

Now GET READY, because this is where the FUN STARTS! 😊 YOU’VE GOT THIS!

Heidi Thompson
PRESIDENT

Orville Thompson
CEO
ASCENT ACADEMY

Ascent Academy is a program to help you become the leader we know you are. Get off to a good start with Base Camp — a 70-day program to help you earn Scentsational Start Awards (see page 4).

START WITH A GOAL

Define your primary goal and write it down. A written goal is proven to have a much higher rate of success.

Your primary goal: ___________________________________________

Post your goal on Facebook, write it on the bathroom mirror, place it somewhere you will see it every day, then figure out what it will take to get there. Figure out how many parties you need each month to meet your first goal. Try for 1-2 parties per week for the first 70 days.

I will schedule ________ parties per week to reach my goal.

Write down other actions that will help you reach your goal.

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< Keep a CALENDAR with the days you’re AVAILABLE so you’ll always know when you’re FREE TO SCENTSY! >

New Consultant AWARDS

Earning new Consultant awards will jump-start your business and fast-track you to becoming a Certified Consultant.

SHOOTING STAR AWARD

Earn this award by selling 500 points in Personal Retail Volume (PRV) in Scentsy products during your first 15 days as a Consultant. That’s just one or two successful parties!

Your target date to qualify: __________________________ (Your enrollment date plus 14 calendar days)

Achieve the Shooting Star Award and you’ll be eligible to purchase a Shooting Star Enhancement Kit* that includes deeply discounted product. You’ll earn a commission when you purchase the kit and receive a special Shooting Star charm and charm bracelet or pin.

< Track your PROGRESS toward this AWARD on your WORKSTATION HOME PAGE or in the PERFORMANCE tab. >

AWARD INFORMATION

Personalize the name on your award certificates through the “Edit My Profile” link on the Account tab. While you’re there, let us know if you prefer award charms or pins. Charms are designed for the bracelet you’ll receive with your first charm, and pins are perfect for lanyards, hats and more.

See Awards and Recognition (page 23) for the awards and recognition you can earn as you build your Scentsy business.

PROMOTE!

As an Escential Consultant, you earn a 20 percent commission on your Personal Retail Volume (PRV). Earn a cumulative total of 1,000 points in Lifetime PRV, and you’ll promote to Certified Consultant and earn a 25 percent commission — that’s a 5 percent increase!

I will become a Certified Consultant by (date): __________________________

*Refer to the News and Information tab on your Workstation for current kit options and prices. This one-time offer is only valid for 90 calendar days after the qualification period ends — that’s 105 days from the date you first enrolled as a Consultant. If you earn the award and would like to purchase a Shooting Star Enhancement Kit, please place your order through your Workstation. If you need assistance, call Consultant Support at 1-877-855-0617.
SCENTSATIONAL START AWARD
Focus on parties and sponsoring, and you’ll be on your way to qualifying for Scentsational Start — and building a firm foundation for future success! There are three levels of the Scentsational Start Award; you will be awarded the highest level you achieve during your first 70 days as a Consultant.

Day 1 is the day you enroll and order your Starter Kit. Use the Performance tab to track your progress!
Your target date to qualify: (Your enrollment date plus 69 calendar days)

SCENTSATIONAL START AWARD — LEVEL 1
TO QUALIFY, YOU NEED: 1,250 PRV or three personally enrolled Consultants who reach 150 PRV in sales.
YOUR REWARDS INCLUDE:
• $50 product credit*
• Scentsational Start lapel pin
• Certificate of Achievement

SCENTSATIONAL START AWARD — LEVEL 2
TO QUALIFY, YOU NEED: 2,500 PRV or 1,250 PRV and three personally enrolled Consultants who reach 150 PRV in sales.
YOUR REWARDS INCLUDE:
• $125 product credit*
• Scentsational Start lapel pin
• Certificate of Achievement

SCENTSATIONAL START AWARD — LEVEL 3
TO QUALIFY, YOU NEED: 5,000 PRV or 2,500 PRV and six personally enrolled Consultants who reach 150 PRV in sales.
YOUR REWARDS INCLUDE:
• $200 product credit*
• Scentsational Start lapel pin
• Scentsational Start paperweight
• Certificate of Achievement
• Recognition on the News and Information tab and at Scentsy Family Reunion

*The product credit for these awards is posted in your Workstation by the 10th of the month following the qualification date. To use the credit, simply select Product Credit on the payment page when placing an order. Certificates, pins and other items will be mailed at the end of the month following the qualification period.

YOUR LAUNCH PARTY
A launch party is the grand opening of your business. It’s your opportunity to connect with customers and Hosts to schedule more parties where you’ll share the products and business opportunity.
Since you’re hosting the launch party, you earn the Host Rewards! (For more information see page 11.) You’ll see how easy it is to translate your love of fragrance into a fabulous party experience for your future Hosts and their guests.

BEFORE YOUR LAUNCH PARTY

1. CHOOSE A DATE. Host your LAUNCH PARTY within 10 DAYS of becoming a Consultant.
2. Set up your PARTY on the ORDERS TAB, then your party becomes visible on your PERSONAL WEBSITE (PWS).
   (For more on how to use the Workstation, see page 12.)
3. Create a GUEST LIST using your “LIST OF 100.”
   (Learn how on page 7.)
4. INVITE GUESTS via snail mail, phone, email and social media. OVER-INVITE! One out of three guests will actually attend. Make sure you POST REMINDERS and PICS of PRODUCTS to keep your party fresh in their minds!
5. LABEL CATALOGS and BUSINESS MATERIALS with your contact information. Make sure you keep some for your launch party and give the rest away to FRIENDS and FAMILY who will be at your launch party.
   (Personalized label templates are on the Marketing tab.)
< Have HOST PACKETS on hand for future HOSTS. (For more information on host packets, see page 9.)

< Research PARTY GAMES in your TRAINING CENTER for fun ways to interact with GUESTS.

< Prepare a SHORT PRESENTATION and PRACTICE it.

< Create a DISPLAY using items from your STARTER KIT.

< Have pens and ORDER FORMS to collect orders and a calendar so you can BOOK NEW PARTIES!

**DURING YOUR LAUNCH PARTY**

- Tell everyone why you love the products.
- Explain Host Rewards to help book more parties. (For more tips on how to book parties, see page 8.)
- Ask guests to provide an email address so they receive your Scentsy newsletter, Making Perfect Scents.
- Ask everyone if they are interested in hosting a party or online party to earn Host Rewards of their own.
- Demonstrate through your actions how easy it is to be a Consultant. Share the Scentsy business opportunity with anyone who shows an interest.

**AFTER YOUR LAUNCH PARTY**

- Call guests who couldn’t attend and ask if they’d like to place an order — they can shop on your PWS!
- Close your party and enter party orders on the Orders tab. Need help? Work with your Sponsor or visit the Training Center.
- Label products with your contact information and deliver orders.
- Follow up with guests who were interested in the Scentsy business opportunity.

Visit the TRAINING CENTER for more PARTY TIPS and instructions on how to enter your FIRST ORDER!

You know PEOPLE!

Let’s figure out all the PEOPLE you know using the “LIST OF 100” so you have a guest list for your LAUNCH PARTY.

WRITE DOWN EVERYONE YOU CAN THINK OF!

<table>
<thead>
<tr>
<th>PEOPLE WHO WANT EXTRA INCOME</th>
<th>SCHOOL FRIENDS</th>
<th>SPOUSE’S FRIENDS, FAMILY &amp; CO-WORKERS</th>
<th>OTHER</th>
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</tbody>
</table>
Every party is a great place to generate future bookings and sponsor new team members. Here are a few tips that will help fill your calendar!

1. **TALK ABOUT HOST REWARDS.**
   Host Rewards are one of the most powerful tools you have. Once people have fallen in love with the products, tell them how they can get their favorites for free! (For more information on Host Rewards, see page 11.)

2. **SHARE PARTY OPTIONS.**
   There’s a party type for every Host and every location — from living rooms to cafés to cyberspace! (For more information on party options, see page 10.)

3. **MENTION PERPETUAL PARTY REWARDS.**
   Hosts have the ability to receive additional half-price items. (For more information on Perpetual Party Rewards, see page 11.)

4. **DON’T FORGET FREE SHIPPING!**
   Make sure to mention that parties of $200 or more qualify for FREE shipping. (Free shipping is not available in Alaska, Hawaii, U.S. territories and APO/FPO addresses.)

5. **HAVE HOST PACKETS READY.**
   This will help your Host prepare for the party. (For more information on Host packets, see page 9.)

6. **KNOW YOUR OPEN DATES.**
   Be prepared to schedule a party whenever and wherever you are.

7. **OFFER YOUR NEXT AVAILABLE DATE.**
   There’s no rule that says you need two weeks to prepare for a party! Most people know on Thursday if they are available the following Tuesday.

8. **GET REFERRALS.**
   Ask everyone! Even if someone isn’t interested in hosting a party, they probably know someone who is.

< OVERBOOK! Always schedule more PARTIES than you think you need to reach your MONTHLY INCOME GOALS.

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**Host PACKETS**

Before the party, give your Host a packet of information to help them prepare. Include:

- Catalogs
- Order forms
- Host brochures

Each of these items came in your Starter Kit. You can reorder these and other items through the Scentsy Family Store.
Party TYPES

HOME PARTY
Host provides snacks and location for friends and family. You’ll share products and the business opportunity. Get new party bookings by showing everyone how much fun it is to host a Scentsy party!

OPEN HOUSE
Guests drop by at their convenience during a two-to three-hour window. You’ll answer questions and guests will browse products and mingle.

ONLINE PARTY
An event on a social media site like Facebook in which everyone is invited to shop the party through a link to your PWS. After 10 to 14 days, your Host selects their Host Rewards and you close the party through your Workstation.

BASKET PARTY
For Hosts-on-the-go! Provide your Host with a display basket full of product samples, catalogs, order forms and all the information they’ll need to share with as many people as they like. After 10 to 14 days, collect the basket and close out the party!

FUNDRAISERS
Work within your community to donate a portion of your commissions directly to an organization — a local school, sports program or favorite charity, for example. The Training Center has ideas for creating successful fundraisers.

ADDING OUTSIDE ORDERS TO A PARTY
Don’t forget to remind your Hosts to collect orders from guests who can’t attend their party. Guests can shop and place orders on your PWS, too!

Host REWARDS
Host Rewards are a great tool for growing your business since they are one of the main reasons people decide to host a party. The chart below details the benefits a Host can earn through the Host Rewards program.

<table>
<thead>
<tr>
<th>PARTY SALES</th>
<th>HALF-PRICE &amp; FREE PRODUCT*†</th>
<th>YOUR REWARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200-$349.99</td>
<td>1 &amp; 10%</td>
<td>1 Scentsy product at 50% OFF and $20-$34.99 in FREE product</td>
</tr>
<tr>
<td>$350-$499.99</td>
<td>2 &amp; 10%</td>
<td>2 Scentsy products at 50% OFF and $35-$49.99 in FREE product</td>
</tr>
<tr>
<td>$500-$999.99</td>
<td>3 &amp; 15%</td>
<td>3 Scentsy products at 50% OFF and $75-$149.99 in FREE product</td>
</tr>
<tr>
<td>$1,000+</td>
<td>4 &amp; 15%</td>
<td>4 Scentsy products at 50% OFF and $150+ in FREE product</td>
</tr>
</tbody>
</table>

*Products over $100 require two half-price items to save 50 percent.

< Encourage HOSTS to collect OUTSIDE ORDERS before and after the PARTY. If someone can’t be there in person, they can still place an ORDER on your PWS. Any orders collected before you close the party count toward HOST REWARDS!

WHAT YOU NEED TO KNOW
• Products and discounts awarded to the Host are paid for by Scentsy and will not come out of your commission.
• A party must reach at least $200 in sales (excluding tax, shipping and handling) to qualify for Host Rewards.
• A $5 Host Rewards fee is charged to the Host if they don’t use all of their half-price items. If that happens, take advantage of the discounts yourself!
• Host Rewards do not count toward PRV.

PERPETUAL PARTY REWARD
If a party guest signs up to host a party, your Host will receive an additional half-price item when they attend that party! It’s a great way to motivate Hosts to help you book parties.

< Find PARTY GAMES and PARTY TOOLS on the NEWS AND INFORMATION tab. Visit the TRAINING CENTER for videos on throwing Scentsy parties!

< Certain U.S. states require Scentsy, Inc. to charge sales tax on the full retail price of half-price items. Tax requirements by state can change on a monthly basis. Contact sales.tax@scentsy.com for more information on proper sales tax calculation in your state.
Your WORKSTATION

Use your Workstation to place and track orders, set up parties, track sales and income, learn about news and events, manage customers and more!

Visit workstation.scentsy.us, and use your Consultant ID number and password to log in to your Workstation. Change languages by clicking Select Brand/Country/Language in the upper-right corner of the home page.

> PERSONAL and TEAM information, training links, incentive trackers and breaking news.

> YOUR PROFILE and personal information. MANAGE monthly subscriptions and edit your PWS.

> PLACE and TRACK all orders HERE!

> REGISTER for events and check out incentive TRIPS you can earn!

> CONSULTANT Marketing Kits, PRODUCT IMAGES and MORE.

> Set a clear path to achieve your GOALS, including PRV, RANK and TEAM BUILDING.

HOME TAB
ACCOUNT TAB
ORDERS TAB
EVENTS TAB
MARKETING TAB
CHALLENGES TAB
CON的力量 TAB
TEAM TAB
NEWS AND INFORMATION TAB
CONTACTS TAB
PERFORMANCE TAB
COMMUNICATION TAB

< Company NEWS and BUSINESS INFORMATION. CHECK IT every day!

< CUSTOMER information including purchase history and E-NEWSLETTER subscriptions.

< TEAM trends, downline team members in ASCENT ACADEMY and pre-built REPORTS.

< EMAIL your downline and customers. Add a custom message and photo to our MONTHLY E-NEWSLETTER.

< Add your PWS link to your EMAIL SIGNATURE and SOCIAL MEDIA pages to direct friends, family and potential CUSTOMERS to your WEBSITE.

Market YOURSELF!

You’re part of an industry-leading fragrance company – tell everyone you know that you sell Scentsy!

Visit Scentsy Family Store (see page 14) for products that will help you brand yourself. Opportunities to build your business are everywhere! Start handing out catalogs and marketing materials from your Starter Kit. Give product samples to everyone you know. Wear Scentsy apparel and use social media to get the word out about your new business.

YOUR PERSONAL WEBSITE (PWS)

Promote products, collect orders, announce parties, sponsor new Consultants and more through your customizable PWS. The PWS is available in English and Spanish, and customers can select their language in the top-right corner of the website, next to the flag.

When you join Scentsy, you get a FREE three-month subscription to your own PWS! After your three free months, you can keep your PWS for a subscription fee of $10 per month. Scentsy will automatically charge the monthly subscription to the credit card you used during enrollment; monthly payments will be processed on the same day of the month you initially enrolled. You may cancel your subscription at any time.

You are required to have a PWS subscription to sponsor new Consultants, build a team and sponsor or sell internationally. (For more information about international opportunities, see page 20.) Manage or sign up for subscriptions in the Account tab of your Workstation.

PERSONALIZE YOUR PWS

Access and edit your PWS from the Account tab by clicking on Edit My Personal Website. Add your contact information, a personal story and a photo, and choose your three favorite Scentsy scents to personalize your PWS.

Change your PWS display name or phone number through the Account tab by clicking on Edit My Profile. Save your changes by clicking on Save Profile Updates. Perfect for adding a business partner, spouse’s name or a nickname!
MORE SCENTSY BUSINESS TOOLS

Making Perfect Scents Monthly Customer E-newsletter

**PRICE:** Free with a Personal Website (PWS) subscription.

Emailed the first Wednesday of each month to your subscribed customers. Customize your message and photo in the **Communications** tab by clicking “Customer Newsletter.”

At this time, Making Perfect Scents is available in English only for customers in North America.

Scent of the Month Kit

**PRICE:** $35 per month, plus shipping/handling†

A new fragrance (not in the current catalog) released each month and available for a 10 percent discount during its featured month only. The Scent of the Month Kit includes 10 Scentsy Bars in the new fragrance, one Scentsy Room Spray, one Party Tester, one Mini Tester, one pack of Rub and Smell Stickers and 50 copies of the Monthly Specials flier to promote the Scent of the Month to your customers.

Scent & Warmer of the Month Combo Kit

**PRICE:** Starting at $60 per month, plus shipping/handling†

A new Warmer (not in the current catalog) released each month and available for a 10 percent discount during its featured month only. The Scent and Warmer of the Month Kit includes all of the items in the Scent of the Month Kit — 10 Scentsy Bars in the new fragrance, one Scentsy Room Spray, one Party Tester, one Mini Tester, one pack of Rub and Smell Stickers and 50 copies of the Monthly Specials flier — plus the Warmer of the Month.

Manage subscriptions in the **Account** tab of your Workstation.

SPONSORING NEW CONSULTANTS

Make sure you have a PWS for sponsoring new Consultants and building your team. When sponsoring new Consultants, remember:

- New Consultants must be the legal age or the age of majority in the Consultant’s state of residence at the time of their enrollment.
- New Consultants must be legal residents of the country in which they wish to enroll.
- New Consultants must have a valid Taxpayer Identification number (e.g., Social Security number or Employer Identification number).
- New Consultants must accept the Independent Consultant Agreement (ICA) and purchase a Starter Kit (except for North Dakota residents).
- Your new team member will need a debit or credit card to pay for their Starter Kit during the enrollment process.

WHAT SPONSORING TOOLS DOES SCENTSY HAVE?

- Marketing tools: When someone is thinking about joining your team, give them the Join brochure from your Starter Kit, or from Scentsy Family Store or the **Marketing** tab of your Workstation. The Join brochure helps people see why they should be a Scentsy Consultant. Let the prospective Consultant read it, and share YOUR experience.
- Online enrollment: When someone is ready to join your team, ask them to go to your PWS, select the “Join Now” link and follow the enrollment steps. Your new team member will need a debit or credit card to pay for their Starter Kit during the enrollment process.
- Promotions and incentives: The Scentsy home office team wants you to sponsor successfully and with ease. That’s why we regularly develop promotions and incentives to offer to potential Consultants. Check the **News and Information** tab of your Workstation, your email and Facebook to stay up to date on the latest programs, as well as promotional videos and shareable images to use on social media.

1. **SHARE SCENTSY!**

   By sharing Scentsy, you’re providing others the opportunity to run their own business and letting the Scentsy opportunity bless their lives, too.

2. **TEAMWORK!**

   Scentsy’s business model allows Consultants to build a team. When you bring Consultants onto your Scentsy team and help them succeed, you can earn bonuses based on their sales (see page 17).
COMPENSATION

The Scentsy Compensation Plan offers commissions based on your Personal Retail Volume (PRV) along with leadership bonuses you earn as you build your team.

As a new Consultant, you earn a 20 percent commission on your PRV. When you earn a Lifetime PRV cumulative total of 1,000 points in PRV, you promote to the title and rank of Certified Consultant and earn a 25 percent commission. That’s a 5 percent raise you can earn right away! You can also earn a Monthly Sales Award bonus of an additional 5 percent commission on your PRV if you reach 2,000 PRV points in any given month. (See page 17.)

As you advance from Certified Consultant to Lead to SuperStar and beyond, you’ll earn even more from your own sales and the sales of your team members. (For more details, see the Compensation Plan on page 17.)

In addition to the commission you earn on your sales, you can earn multiple bonuses based on your team performance.

GETTING PAID
Here are the details you need to know:

CALCULATING COMMISSIONS
Scentsy’s Compensation Plan is designed to support multiple countries. That’s why commissions are paid based on PRV rather than currency. In other words, Scentsy uses points instead of dollars when determining commissions earned. This allows Scentsy to maintain a single Compensation Plan across multiple countries.

Once commissions and bonuses are calculated using the points in PRV earned, the figures are then converted to the appropriate currency. To pay commissions, Scentsy uses a calculation that includes a “PEG rate” to convert PRV to local currency. The PEG rate is set for a period of time and does not correspond to any currency exchange rate.

< VISIT the TRAINING CENTER for in-depth COMPENSATION PLAN training. See the GLOSSARY on page 26 for DEFINITIONS of Compensation Plan TERMS.

To CALCULATE your monthly COMMISSION, use this formula:
(Your PRV POINTS) \times (Your COMMISSION PERCENTAGE) \times (Your COUNTRY’S PEG RATE) = Commission in DOLLARS

COMPENSATION PLAN

Your level of compensation is determined by your rank, the title(s) of the Consultant(s) in your frontline and generational bonuses.

You will promote in title as you grow your monthly sales and build your team. Once you reach the monthly requirements listed in the “Responsibilities” columns for any given rank, you will promote to that rank. Your compensation is based on that rank as long as you continue to meet the monthly requirements and responsibilities detailed in the Compensation Plan and the Independent Consultant Agreement.

To determine what percentage commission and bonuses you will earn in a given month, first find your rank for the month listed in the “Rank” column. You’ll find commission and bonus information for that rank listed within the same row in the “Rewards” columns.

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<th>RANK</th>
<th>RESPONSIBILITIES</th>
<th>REWARDS</th>
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<tr>
<td>Certified Consultant</td>
<td>1,000</td>
<td>25%</td>
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<tr>
<td>Lead Consultant</td>
<td>500</td>
<td>25%</td>
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<tr>
<td>Star Consultant</td>
<td>2,500</td>
<td>25%</td>
</tr>
<tr>
<td>SuperStar Consultant</td>
<td>6,000</td>
<td>25%</td>
</tr>
<tr>
<td>Director</td>
<td>10,000</td>
<td>25%</td>
</tr>
<tr>
<td>Star Director</td>
<td>30,000</td>
<td>25%</td>
</tr>
<tr>
<td>SuperStar Director</td>
<td>80,000</td>
<td>25%</td>
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For a detailed look at Scentsy’s COMPENSATION PLAN, visit SCENTSY.COM, click JOIN, then click ABOUT COMPENSATION.
SCENTSY PAY PORTAL
As a Consultant, you receive a Pay Portal account where commissions and bonuses are loaded each pay day.
From your Scentsy Pay Portal account, you may transfer your earnings to your Compensation Card or a personal bank account, or split them between both. For more information on the Pay Portal, go to the Training Center or the FAQ section of the Pay Portal home page.

< Click the PAY PORTAL link in your WORKSTATION, or visit SCENTSYPAY.COM to get paid.

COMPENSATION CARD
You will receive a Compensation Card in the mail approximately 15 days after joining Scentsy. Once you activate your card, your commissions and bonuses will automatically be “cashed out” to your card. If you wish to change how your commissions and bonuses are distributed, log in to your Pay Portal account.

< VISIT the TRAINING CENTER for more PAY PORTAL and COMPENSATION CARD information.

PAY DAYS
Commissions and bonuses for each month are loaded to your Scentsy Pay Portal account by the end of the 10th day of the following month; if the 10th falls on a weekend or bank holiday, commissions will be paid on the next business day. For an order to be included in the following month’s commission payment, it must be submitted during the qualifying month prior to 11:59 p.m. (PT) on the last day of the month. For example: Any qualifying sales during the month of April earn a commission payment by May 10. Ranks and titles are updated when commissions are paid.

INCOME TAX FORM 1099
Consultants who earn $600 or more in commissions, awards and/or bonuses in one calendar year will receive a Form 1099 from Scentsy, Inc. for tax purposes. This will be available in the Account tab on your Workstation. If you earn $599.99 or less in one calendar year, you will not receive a Form 1099. If you choose, your business account can be listed as a business entity and have a Form 1099 issued to an Employer Identification number. Consultants who wish to list their account as a business entity must submit a signed and completed Business Entity Registration form (located in the News and Information tab of your Workstation under Forms) and a copy of the Articles of Incorporation or other officially filed document associated with the business to accountservices@scentsy.com.

< Track BUSINESS EXPENSES and follow your FINANCIAL PROGRESS by setting up a separate checking account for your SCENTSY BUSINESS!

RECEIVING PAYMENTS FROM CUSTOMERS
All payments from Consultants to Scentsy must be made via credit/debit card, however you may accept payment from customers in whatever form you choose. We do not accept cash, money orders or checks.

CARD PAYMENTS
Scentsy accepts Visa, MasterCard, American Express and Discover. Gather all requested information on the order form: name, card number, expiration date and the security code. A customer’s card information is a sacred trust, so treat that trust with care. Your customer’s card information will be transmitted to Scentsy at the time you place the order online. You will run the card yourself; Scentsy will process all card payments through the Workstation.

CHECKS MUST BE PAYABLE TO YOU
If you take a personal check from a customer, make sure there is a phone number listed on the check and wait for it to clear your account before you deliver the order.

TAX RATES
Any applicable sales tax is collected on all orders. The Workstation will determine the tax rate for the order based on the shipping address. For parties: To find the appropriate tax rate, set up your party in your Workstation beforehand. Always collect taxes based on the rate of the location to which your order is being sent. For example: If you hold a party in Oregon, which has no sales tax, but have the party order shipped to an address in Idaho, which has a sales tax rate of 6 percent, you will be charged 6 percent tax on your entire order.

SHIPPING CHARGES
Shipping is free for qualifying party orders within the contiguous United States. Orders shipped directly to customers and orders shipped to Alaska, Hawaii, U.S. territories and APO/FPO addresses and Canada incur a charge. Customers can find shipping charges listed on the order forms. Refer to the Shipping Charts found in the News and Information tab for full information.

RECEIPTS/OBJECT FORMS
Be sure to document your sales to customers with the Scentsy order form, which also acts as a receipt. The order form contains important customer rights information for your consumers and helps you collect the information you need to process the sale.
International SALES & SPONSORING

You have the option to sponsor and/or sell internationally in other countries where Scentsy is available.

Your home country is the country you specified during enrollment. Your home Region is the Scentsy Region your home country is located in.

To sell and/or sponsor outside of your home country but within your home Region, you must agree to an In-Region International Service Fee. To sponsor outside of your home Region, you must agree to an Out-of-Region International Service Fee. You are also required to enroll in a country-specific International Sales and/or Sponsoring Agreement when you agree to an International Service Fee.

Once you have accepted a Scentsy International Service Fee, there is no additional cost to enroll in country-specific International Sales and/or Sponsoring Agreements within that Region.

The combination of an International Service Fee and a country-specific International Sales and/or Sponsoring Agreement provides the following benefits:

• Currency conversions and tax collection related to your sales and/or the sales of your downline that take place outside of your home country.
• Personal Website (PWS) translations into local languages and currencies.
• Country-specific product offerings, pricing and shipping (where applicable).
• Ability to sponsor new Consultants in that country.
• Access to the Workstation for that country, which includes training materials, country-specific Independent Consultant Agreements and other tools to help you grow and lead your team outside your home country.

International Service Fees help to cover the administrative costs involved with bonus payouts and currency conversion, and must be collected to process your bonus(es) on downline sales outside of your home country. If any of your downline has volume outside of your home country/Region, you may want to keep applicable International Service Fees in effect on a monthly basis.

International Service Fee: In-Region

PRICE: $5 per month

If you’d like to sell and sponsor outside of your home country, or if you have out-of-country downline that you expect to earn bonuses on, you must agree to an In-Region International Service Fee and enroll in the country-specific International Sales and Sponsoring Agreement. You must have a country-specific International Sales and Sponsoring Agreement for each country in which you’d like to do business.

International Service Fee: Out-of-Region

PRICE: $10 per month

If you’d like to sponsor Scentsy Consultants outside of your home Region, or if you have out-of-Region downline that you expect to earn bonuses on, you must agree to the Out-of-Region International Service Fee and enroll in the country-specific International Sponsoring agreement. You must have a country-specific International Sales and Sponsoring Agreement for each country in which you’d like to do business.

To agree to an INTERNATIONAL SERVICE FEE, go to INTERNATIONAL in the ACCOUNT tab on your WORKSTATION.

The Scentsy STANDARDS

Scentsy has established a standard of expectations and performance, found in the Independent Consultant Agreement, that will help you achieve consistent and lasting success.

SCENTSY STANDARDS – KEY EXAMPLES

 CLAIMS

Product

You may not make any claims regarding the therapeutic or curative properties of any Scentsy products, other than those contained in current official Scentsy literature.

Opportunity

You may not demonstrate the earning potential of Scentsy or party plan/direct selling opportunities by sharing your own earning information or the earning information of other Consultants. You may not offer projections of what a new Consultant might earn. You may not use hypothetical income examples to help explain how the Compensation Plan operates unless the example is accompanied by an average earnings disclosure provided by Scentsy. If such a disclosure has not been provided by Scentsy, you may not use hypothetical examples.

Endorsement

You may use only Scentsy-approved language or materials when asserting any previous, current or future endorsement of any kind from any entity, including but not limited to government agencies or officials, celebrities or companies.
The Scentsy Standards

CORPORATE PRICING VS. PERSONAL SPECIALS
As a Scentsy Consultant, you have the flexibility to sell Scentsy products at whatever price you choose. However, in your advertisements, you must always use corporate pricing. Personal specials can be shared with your customers directly only in one-to-one communication.

EBAY AND RETAIL LOCATIONS
We hope that your customers will keep coming back to YOU for all of their Scentsy product needs. That’s why we prohibit the sale of Scentsy products from Scentsy Consultants on sites like eBay and Amazon, buy/sell/trade pages on Facebook and in retail stores.

INVENTORY LOADING
The Scentsy opportunity lets you be successful without having to carry the potential risk and burden of inventory. Seventy percent of your total monthly PRV must be sold to customers outside of your household. The fact that we sell legitimate products to legitimate customers makes Scentsy a legitimate business. Maintaining this standard will help you maintain a healthy business.

POLICY FOR CANCELLATION
Scentsy accounts that do not generate sales resulting in 150 points or more in Scentsy PRV in at least one month within any contiguous three-month period will be cancelled for inactivity. Cancellation for failing to meet these sales requirements will become effective on the first day of the month immediately following the three-month period. See the News and Information tab of your Workstation for Scentsy Standards for Cancellations and Suspensions information (page 6). If a Consultant doesn’t reach 150 points in PRV for two consecutive months, a checkmark will appear in the third month in the Will Cancel column of the Performance Report until 150 PRV points are earned. The 150 points in PRV can come from individual customer orders, party orders or online orders made through your Personal Website (PWS).

Awards & Recognition

Monthly and annual awards let us reward you for your hard work and commitment to your business.*

MONTHLY AWARDS
Monthly awards are given by Scentsy to all Consultants who qualify. Each award may be earned numerous times.

Top Sales of the Month
QUALIFICATION:
Awarded monthly to the top Consultant in each title and country with the highest PRV in one month. Titles are determined by the Consultant’s title at the beginning of the month.

YOUR REWARDS INCLUDE:
• Recognition on the News and Information tab
• Money bag charm or pin

Sponsor of the Month
QUALIFICATION:
Awarded to the top Consultant in each title and country with the most first-time active personal enrollments in one month; a minimum of three new recruits ordering at least 150 PRV is required. In the case of a tie, the combined PRV of the new recruits will be used as a tie-breaker.

YOUR REWARDS INCLUDE:
• Recognition on the News and Information tab
• Sponsoring charm or pin

Lifetime Personal Retail Volume (PRV) Award
QUALIFICATION:
Awarded to Consultants for every 10,000 Lifetime PRV earned. Only one charm or pin may be earned per month.

YOUR REWARDS INCLUDE:
• Charm or pin for every 10,000 PRV earned
• Charm or pin for every 50,000 PRV earned
• Charm or pin for every 100,000 PRV earned
• Recognition on the News and Information tab

*Scentsy, Inc. reserves the right to change or add new forms of Consultant recognition. In the case of business partners or spouses working under the same Consultant account, only one award item (bracelet, pin, trophy, etc.) will be given per qualifying account.
Shooting Star Trainer Award
QUALIFICATION:
• Having a frontline team member achieve the Shooting Star Award
YOUR REWARDS INCLUDE:
• $25 product credit per frontline team member who achieves the Shooting Star Award
• Recognition on the News and Information tab, when three or more frontline team members achieve the Shooting Star Award within one month
• Shooting Star Trainer bead or pin

Monthly Sales Award
QUALIFICATION:
• 2,000 or more PRV in one month
YOUR REWARDS INCLUDE:
• Monthly Sales Award bonus of additional 5 percent commission on your PRV
• Recognition on the News and Information tab for first-time achievers
• Sales charm or pin

ANNUAL AWARDS
Unless otherwise specified, annual awards are given to all Consultants who qualify. The qualification period for these awards is May 1 through April 30; earners are announced at the annual Scentsy Family Reunion.

Annual Sales Excellence Award*
QUALIFICATION:
• Annual PRV of 30,000 or greater
YOUR REWARDS INCLUDE:
• Recognition at the annual Scentsy Family Reunion and on the News and Information tab
• Personalized trophy
• $1,000 bonus

Annual Mentor Award
QUALIFICATION:
• Personally enroll 14 or more new Consultants who achieve the title of Certified Consultant† or higher during the qualification period
YOUR REWARDS INCLUDE:
• Recognition at the annual Scentsy Family Reunion and on the News and Information tab
• Personalized trophy
• $25 bonus per Certified Consultant; $50 bonus per Lead Consultant or higher

Alice Kalilimoku Shining Star Award
QUALIFICATION:
This award is given to the one Scentsy Consultant per Region who contributes the most to fulfilling the Scentsy mission and/or who best exemplifies the values we strive to represent. The winner will be selected by Scentsy’s executive team.
Nominations must be made by another Scentsy Consultant or a Host and submitted in writing to the home office or by email to awards@scentsy.com. Submissions must be dated by April 30 of the current year. You can find the nomination form in the News and Information tab on your Workstation.
YOUR REWARDS INCLUDE:
• A personalized trophy
• A special feature article on the News and Information tab
• Recognition at the annual Scentsy Family Reunion

*Scentsy, Inc. reserves the right to change or add new forms of Consultant recognition. In the case of business partners or spouses working under the same Consultant account, only one award item (bracelet, pin, trophy, etc.) will be given per qualifying account.

†Consultant title achieved through sales.
Active
A Consultant is considered active if they have at least 150 in Personal Retail Volume (PRV) during the monthly commission period. Consultants within your downline must meet this criteria to count toward the active frontline requirement listed on the Compensation Plan.

Bonus
The amount paid out to leaders (Lead Consultants and above) as a percentage of Personal Wholesale Volume (PWV) on personal sales and the Team Wholesale Volume (TWV) of frontline Consultants’ sales.

Commission
The compensation paid to a Consultant for the personal sales of commissionable products.

Compensation Plan
The various levels of compensation you can earn as you advance to different Consultant levels.

Current
A Consultant is considered current if they have at least 150 in Personal Retail Volume (PRV) in one month during a consecutive three-month period.

Director (Q)
The title assigned to any Director, Star Director or SuperStar Director once they have not qualified for the Director rank for three consecutive months. This title may only be held for a total of three months.

Downline
A Consultant’s frontline and all Consultants enrolled under their frontline.

Frontline
All Consultants in the first level of a Consultant’s downline. Generally, these are the Consultants you personally sponsor.

Generation
A term used to describe the relationship of Directors to each other within a group.

Group
A Consultant and everyone in their downline.

Group Wholesale Volume (GWV)
The sum of the Personal Wholesale Volume (PWV) of each person in a group.

Home country
The country you specified during the enrollment process.

Level
How your downline is organized and the distance of each downline Consultant from you.

Lifetime PRV
Total cumulative PRV across markets.

PEG rate
A calculation applied to Personal Retail Volume (PRV) to convert PRV points to local currency to pay commissions. The PEG rate is derived by dividing the local sales price of a selected product before tax by the global PRV for that product.

Perpetual Party Reward
If a guest at a party books his or her own party, the original Host will receive an additional half-price item if they attend that qualifying party.

Personal Retail Volume (PRV)
The point value of commissionable products you sell. PRV is a global point system convertible to local currency using a PEG rate.

Personal Wholesale Volume (PWV)
Seventy-five percent of the point value of commissionable products that you sell. (PRV) x (0.75) = PWV

Personal Website (PWS)
A tool to help you promote your business, collect online orders, announce online parties and sponsor new Consultants. Your first three months are free; after the first three months, you can maintain your first PWS subscription for a fee of $10 per month.

Rank
The qualification level at which the Consultant’s compensation will be determined from month to month.

Region
A grouping of countries defined by Scentsy. Currently, there are three Scentsy Regions: Region 1, Region 2 and Region 3. Region 1 includes the United States and its territories, Canada and Mexico. Region 2 includes the UK, Germany, Ireland, Austria, France and Spain. Region 3 includes Australia and New Zealand.

Roll up
When a vacancy occurs in a downline organization due to the cancellation of a Scentsy business or a Consultant losing their downline, everyone shifts up one level. The first level (or frontline) of the cancelled Consultant now becomes the first level (or frontline) of the cancelled Consultant’s Sponsor, or of the next downline-eligible Consultant in their upline.

Scentsy Family Foundation
Offers philanthropic support through a combination of scholarships, direct donations toward individual efforts and community-based causes and Charitable Cause products.

Scentsy Select
A Consultant benefits program dedicated to helping you grow your business. Visit Scentsy Select on the News and Information tab of your Workstation for programs available.

Sponsor
The Consultant who includes you in their frontline; generally, this is the individual you enrolled under to become a Scentsy Consultant.

Starter Kit
A collection of tools necessary to start your business. This kit is required as part of your enrollment as a Consultant in Scentsy.

Team
A Consultant and their downline, excluding any Directors in their group and those Directors’ downlines.

Team Wholesale Volume (TWV)
The sum of the Personal Wholesale Volume (PWV) of each person on a team.

Title
Generally, the highest rank achieved by a Consultant to date. A Consultant’s title only changes by advancement, except in cases of Directors not meeting Director rank requirements or loss of downline.

Training Center
A centralized location for all training content available to Scentsy Consultants. Access the Training Center from your Workstation home page.

Workstation
This is the heart of your business. You will use it to place and track orders, set up your events, track your sales, get information on news and events and much more. You can log in with your Consultant ID number or username and password at workstation.scentsy.us.
REQUESTED INFORMATION

Shipping Times

Scentsy policy is to ship your order within 10 business days of the date the order is submitted. Shipping times will vary throughout the month as shipping volumes fluctuate. Most of the time, orders placed in the middle of the month ship faster than those placed in the first and last weeks of the month. You can check the shipping status of your order at any time by viewing your Order History on the home page of your Workstation. If your order has not shipped within 10 business days, submit a support ticket through the Consultant Support drop-down menu in the upper left corner of your Workstation.

Back Orders

If your order status indicates “PBO,” it means an item is on back order. As soon as the product is available, it will be shipped to you. Once all back-ordered products are shipped, the status will change to “Shipped” and a new tracking code will be assigned.

Replacements for Damaged or Defective Items

If a product is damaged during the original shipment from Scentsy, it will be replaced at no cost to you. Scentsy will also replace defective items at any time based on that item’s guarantee. Scentsy will also replace defective items at any time based on that item’s guarantee. To return a damaged or defective item, please submit a support ticket to Consultant Support from your Workstation with the following information: Consultant ID number, order number, customer name, description of the product defect and address where the replacement should be shipped to.

A Consultant Support Representative will enter the Replacement Order and ship the replacement product, if an item is defective or damaged during shipment. Scentsy will cover all shipping charges for any covered items and will email a return shipping label to use in sending back the damaged/defective item. If the product hasn’t been received within 30 days, the value of the product will be deducted from your commission.*

Payment Processing Dates for Monthly Subscriptions

Scent and/or Warmer of the Month subscription payments are processed each month on the anniversary day of your enrollment. Personal Website (PWS) and International Service Fee subscription payments are processed each month on the anniversary day of your enrollment.

Need to contact Scentsy?

Scentsy Headquarters
Send mail to: P.O. Box 1335, Meridian, ID 83680
Consultant Support (toll-free): 1-877-855-0617
Corporate Office (toll-free): 1-877-895-4160
Email: support@scentsy.com

Refer to page 30 for full contact information and a variety of Scentsy departments.

*To exchange an undamaged product, you (or, if you prefer, your customer) will be held accountable for return shipping charges. If you are returning undamaged product to Scentsy that was returned to you by a customer, Scentsy must receive that product within 10 days from when you received the merchandise from your customer.

DSA
CODE OF ETHICS

Scentsy, Inc. is a proud member of the Direct Selling Association (DSA), the trade association of direct selling companies. DSA members adhere to a strict code of conduct, so you can be assured you’re doing business with an ethical, reputable company. Below is a summary version of the DSA Code of Ethics which all DSA members, including Scentsy, agree to follow.

AS A CONSUMER YOU SHOULD EXPECT SALESPERSONS TO:

• Tell you who they are, why they’re approaching you and what products they are selling.
• Promptly end a demonstration or presentation at your request.
• Provide a receipt with a clearly stated cooling off period permitting the consumer to withdraw from a purchase order within a minimum of three days from the date of the purchase transaction and receive a full refund of the purchase price.
• Explain how to return a product or cancel an order.
• Provide you with promotional materials that contain the address and telephone number of the direct selling company.
• Provide a written receipt that identifies the company and salesperson, including contact information for either.
• Respect your privacy by calling at a time that is convenient for you.
• Safeguard your private information.
• Provide accurate and truthful information regarding the price, quality, quantity, performance and availability of their product or service.
• Offer a written receipt in language you can understand.
• Offer a complete description of any warranty or guarantee.

AS A SALESPERSON, YOU SHOULD EXPECT A DSA MEMBER COMPANY TO:

• Provide you with accurate information about the company’s compensation plan, products and sales methods.
• Describe the relationship between you and the company in writing.
• Be accurate in any comparisons about products, services or opportunities.
• Refrain from any unlawful or unethical recruiting practice and exorbitant entrance or training fees.
• Be accurate in any comparisons about products, services or opportunities.
• Ensure that you are not just buying products solely to qualify for downline commissions.
• Require you to abide by the requirements of the Code of Ethics.
• Safeguard your private information.
• Provide adequate training to help you operate ethically.
• Base all actual and potential sales and earnings claims on documented facts.
• Encourage you to purchase only the inventory you can sell in a reasonable amount of time.
• Repurchase marketable inventory and sales aids you have purchased within the past 12 months at 90 percent or more of your original cost if you decide to leave the business.
• Explain the repurchase option in writing.
• Have reasonable start-up fees and costs.
# Contacting SCENTSY

<table>
<thead>
<tr>
<th>SCENTSY DEPARTMENT</th>
<th>TOPIC OF YOUR QUESTION, SUGGESTION OR CONCERN</th>
<th>CONTACT INFORMATION</th>
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<tbody>
<tr>
<td>Consultant Support</td>
<td>Website names and domain names, order status, product questions and issues, ordering assistance, Workstation questions, rank, advancements, replacements, exchanges, lost shipments, general questions</td>
<td><a href="mailto:support@scentsy.com">support@scentsy.com</a>&lt;br&gt;1-877-855-0617 (toll-free) 6 a.m. to 9 p.m. (MT) Monday through Friday</td>
</tr>
<tr>
<td>Business Support</td>
<td>General questions about Account Services and Awards, Ascent Academy, Commissions and Compensation, Scentsy Standards, Workstation reporting</td>
<td><a href="mailto:businesssupport@scentsy.com">businesssupport@scentsy.com</a>&lt;br&gt;1-877-855-0617 (toll-free) select option 2 9 a.m. to 5 p.m. (PST) Monday through Friday</td>
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<tr>
<td>Scentsy Pay Portal Support</td>
<td>Scentsy Pay Portal account, Compensation Card</td>
<td><a href="mailto:support@scentsypay.com">support@scentsypay.com</a>&lt;br&gt;1-778-273-5389 (toll)&lt;br&gt;1-866-278-8825 (Puerto Rico)</td>
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<tr>
<td>Scentsy Family Store Support</td>
<td>Scentsy Family Store questions</td>
<td><a href="mailto:storesupport@scentsy.com">storesupport@scentsy.com</a>&lt;br&gt;1-877-855-0617 (toll-free) 9 a.m. to 5 p.m. (PST) Monday through Friday</td>
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<td>Account Services</td>
<td>Account suspensions, voluntary cancellations, restorations, Social Security number updates, downline transfer requests, Business Entity requests, Director team names, change of country requests</td>
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<td>Field Development</td>
<td>Training, personal development, business development</td>
<td><a href="mailto:training@scentsy.com">training@scentsy.com</a>&lt;br&gt;<a href="mailto:training@scentsy.com">training@scentsy.com</a>&lt;br&gt;<a href="mailto:training@scentsy.com">training@scentsy.com</a>&lt;br&gt;<a href="mailto:training@scentsy.com">training@scentsy.com</a></td>
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