

ICING ON THE CAKE



# **Introduction to IOC PLAN Grow Faster, Bolder and Stronger**

ICING ON THE CAKE

# DXN System Strategy




- ✓ Keep it Simple
- ✓ Keep it Duplicable



## DXN Business Model

**Simplified model to make your Network Stronger**

The background is a dark grey chalkboard filled with various white hand-drawn sketches. These include a large lightbulb with a hand-drawn filament, a hand holding a piece of chalk, a city skyline with clouds, a graph with axes and data points, a laptop, a coffee cup, a target with arrows, and various other icons like a dollar sign, a lightbulb, and a person. The overall theme is business and innovation.

# Make your Network Stronger with Two Basic Character of SIMP

- Distribution of Products
- Recruitment of Distributors



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# Seed Stock





An Additional / Optional Plan to activate  
SIMP more effectively

# Introducing IOC – Icing On the Cake

# IOC

## Complimentary plan

- ❖ An effective complimentary plan to activate SIMP





**The objectives for this project Icing On The Cake are:-**

- 1) To become a powerful Distributor.
- 2) To increase Volume and Bonus.
- 3) To use, share and sell the products as seed stock.
- 4) To activate the existing non-active members.
- 5) To increase recruitment.
- 6) To compete well in the market.
- 7) To earn exponential income.
- 8) To create new excitement.

❖ It is a Pre-defined amount of package which member can buy of his own choice and with his own willingness.

Can be Purchased in Branches and Stock Points



- DP – RS.20,000/ Rs.10,000 /Rs.5000/-
- iSV – actual sv of product

Can be Purchased in Branches and Stock Points

# Rules For Product Purchase



**Purchase of one unit allows the member to buy any mix of DXN products worth of Rs.20,000/Rs.10,000/ Rs.5000/-**

**Any purchase of DXN products in this project will be given equivalent PV for status promotion purpose (to become SA, but not considered for monthly PPV qualification, Overseas Incentive or Hand Phone Incentive) under the existing Marketing Plan.**

***\*Complete 1000 Personal Pv in SIMP plan to get IOC bonus.***

**However, there will be no SV point from IOC purchase, recognized for any bonus entitlement whatsoever under the existing Marketing Plan.**



# Bonus Structure



<b>1<sup>st</sup> Generation</b>	<b>15% of the iSV</b>
<b>2<sup>nd</sup> Generation</b>	<b>10% of the iSV</b>
<b>3<sup>rd</sup> Generation</b>	<b>5% of the iSV</b>
<b>4<sup>th</sup> Generation</b>	<b>5% of the iSV</b>
<b>5<sup>th</sup> Generation</b>	<b>5% of the iSV</b>
<b>6<sup>th</sup> Generation</b>	<b>5% of the iSV</b>
<b>7<sup>th</sup> Generation</b>	<b>5% of the iSV</b>
<b>8<sup>th</sup> Generation</b>	<b>5% of the iSV</b>
<b>9<sup>th</sup> Generation</b>	<b>5% of the iSV</b>
<b>10<sup>th</sup> Generation</b>	<b>5% of the iSV</b>
<b>11<sup>th</sup> Generation</b>	<b>5% of the iSV</b>
<b>12<sup>th</sup> Generation formula</b>	<b>PS of 1.5% basing on the onwards</b>

# Formula for Profit Sharing



The Icing Profit Sharing Fund will be accumulated from all new members for 6 months and to be paid out according to the following formula:



Icing Profit Sharing Fund = Total new members x iSV value x 1.5%

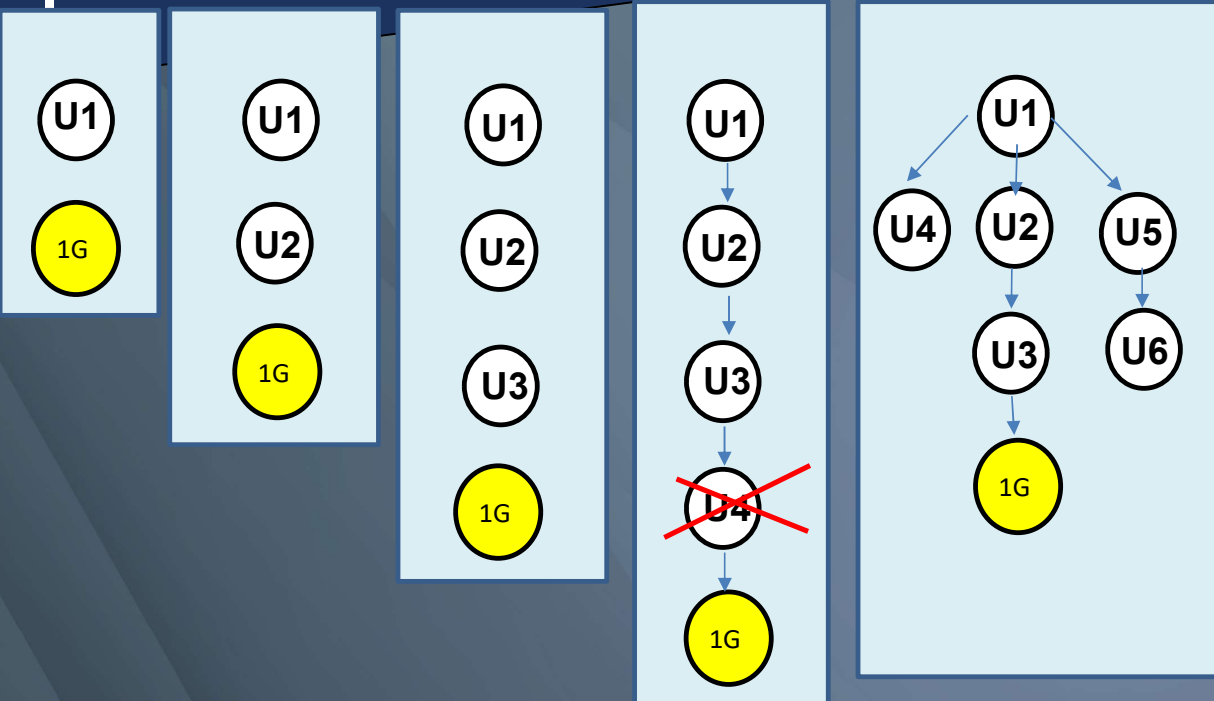
Percentage of Profit Sharing (%) =

$$\frac{\text{Total new imember from 12th level onward (Individual)}}{\text{Total new imember of each member from 12th level onward (Each Member who have downlines more than 11th level)}} \times 100$$

Icing Profit Sharing (IPS) = Profit Sharing Fund x Percentage of Profit Sharing(%)

The example made on this page are hypothetical and merely meant to describe and explain the mechanisms of the compensation plan and its various bonus features. Any statements made on this page are not meant as earning claims, nor do they represent any promises or guarantees of specific earning or earning potential. Specific earning will be influenced by many other factors.

# Rules For Participation



1. Member can buy any number of units to create new lines. But only 2 generations can be created. Using units bought in his/her own name.
2. From the 3rd generation onwards, it should be real new members in their iMembership code.
3. If a member opts to buy more than 1 unit, all the units shall be purchased under the same hierarchy.
4. The iupcode must be defined if the member wishes to park his/her own units or downlines under any specific line other than the 1st unit.

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## ICING ON THE CAKE

## Structure



U

A 15%

B 10%

C to 11 G 5%

12G

12 Generation Onward  
1.5% Profit Sharing

U

U 15%

A 25% = (15%+10%)

B 15%

C to 10 G 10%

11G 5%

12G

12 Generation Onward  
1.5% Profit Sharing

U

U 15%

U 25%

A 30% = (15% + 10% + 5%)

B 20%

C to 9G 15%

10G 10%

11G 5%

12 Generation Onward  
1.5% Profit Sharing

3 Unit

Note:  
Members  
registered  
Before 2014  
can choose  
only the 1<sup>st</sup>  
iupcode

# Rules For The SV



- Purchase of any unit is effected upon full payment
- Each unit of purchase is accorded with i-Sale Value equivalent of actual sv of the product
- The i-sales value (iSV) is solely meant for this project only.

# Rules For Sponsorship



- Sponsorship is not allowed from cross line.
- Any purchase under this project is optional.
- Sponsorship is not allowed to change in whatever circumstances.

# Icing Is An International Package

3 Sources of Bonus From The Purchase of Icing by:-

- New Recruits
- Future Recruits
- Existing Members
  - ✓ Within the country
  - ✓ Overseas

## The Benefits of IOC In Relation To SIMP

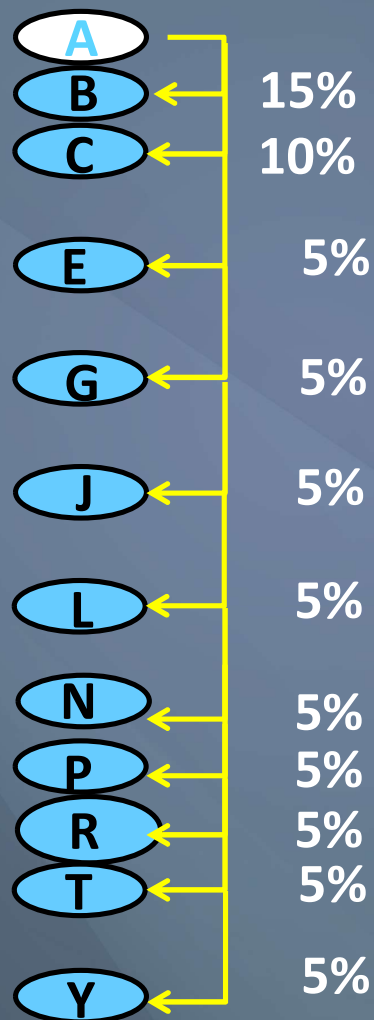
1. It is an International package.
2. Products purchased under IOC as Seed Stock.
3. PV recognition for status promotion & ITSI.
4. Compression on a monthly basis.



## Compression For Month 1

Assuming that **A** has 25 generations starting from **B** to **Z**.

If **B, C, E, G, J, L, N, P, R, T, & Y** join, then the compression of bonus paid out for **A** will be as follow:



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## Compression In Month 2

If **D**, **H**, & **M** join, then the compression of bonus pay out will be as follow:

	Bonus from <b>D</b>	Bonus from <b>H</b>	Bonus from <b>M</b>
<b>A</b>	5%	5%	5%
<b>B</b>	10%	5%	5%
<b>C</b>	15%	5%	5%
<b>D</b>		5%	5%
<b>E</b>		10%	5%
<b>G</b>		15%	5%
<b>H</b>			5%
<b>J</b>			10%
<b>L</b>			15%
<b>M</b>			
<b>N</b>			
<b>P</b>			
<b>R</b>			
<b>T</b>			
<b>Y</b>			

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## Compression In Month 3

If **F**, **K**, & **W** join, then the compression of bonus pay out will be as follow:

	Bonus from <b>F</b>	Bonus from <b>K</b>	Bonus from <b>W</b>
<b>A</b>	5%	5%	
<b>B</b>	5%	5%	
<b>C</b>	5%	5%	
<b>D</b>	10%	5%	
<b>E</b>	15%	5%	
<b>F</b>		5%	5%
<b>G</b>		5%	5%
<b>H</b>		10%	5%
<b>J</b>		15%	5%
<b>K</b>			5%
<b>L</b>			5%
<b>H</b>			5%
<b>N</b>			5%
<b>P</b>			5%
<b>R</b>			10%
<b>T</b>			15%
<b>W</b>			
<b>Y</b>			

Profit Sharing

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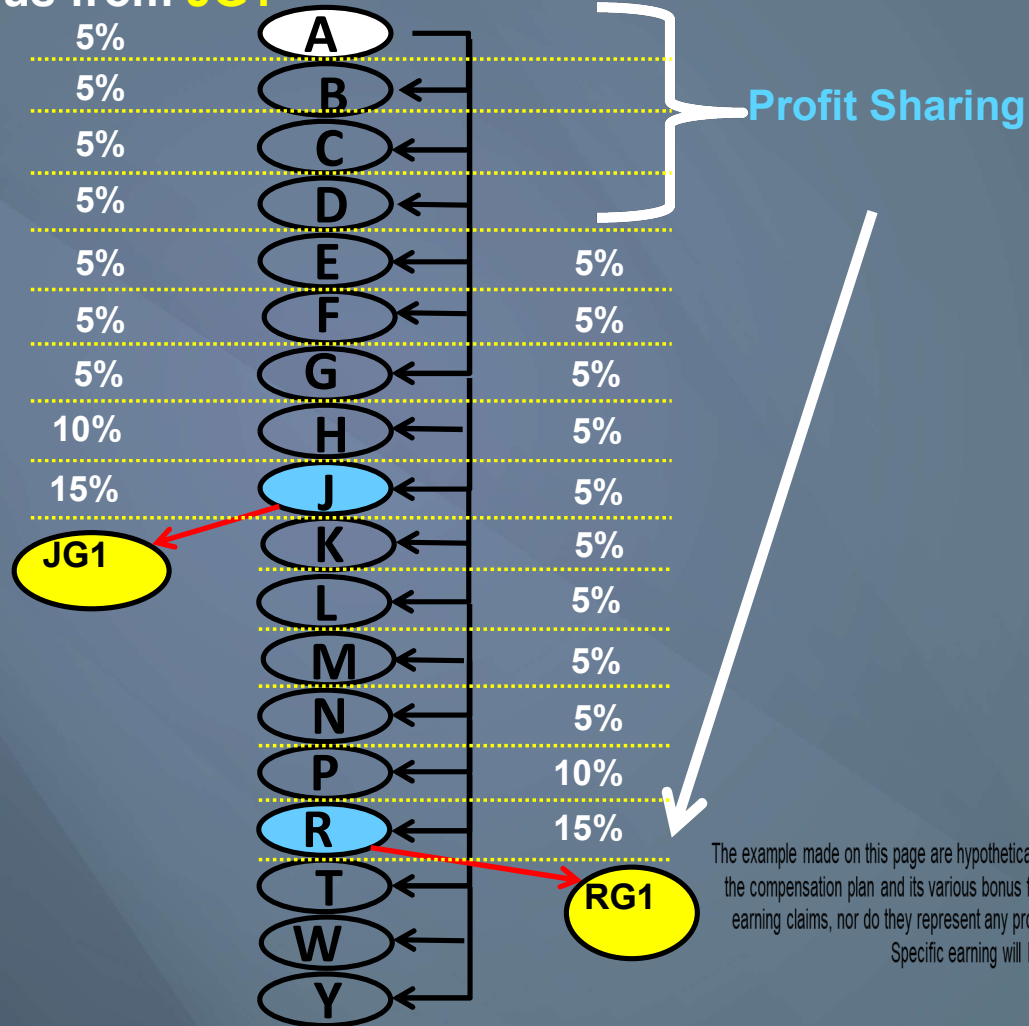
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## Compression In Month 4

If J & R will recruit someone under them.

Bonus from **RG1**

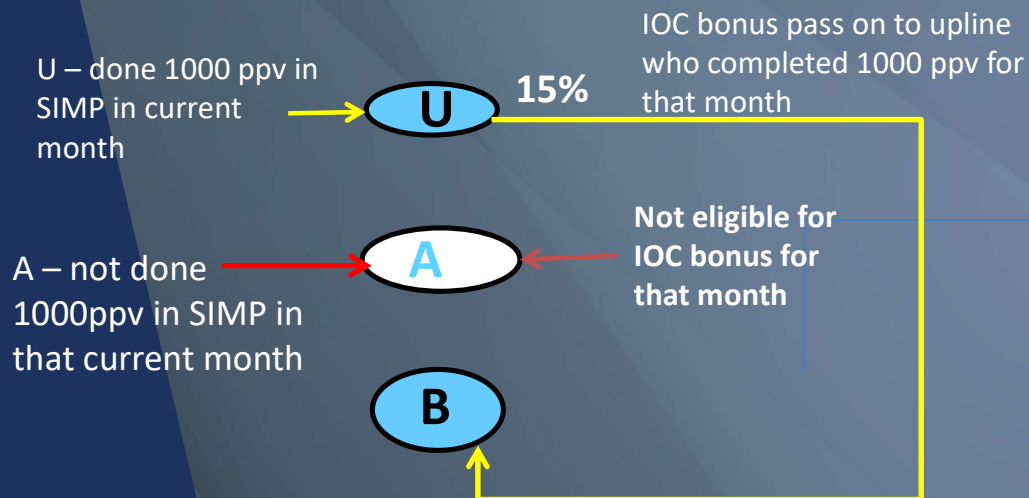
Bonus from **JG1**



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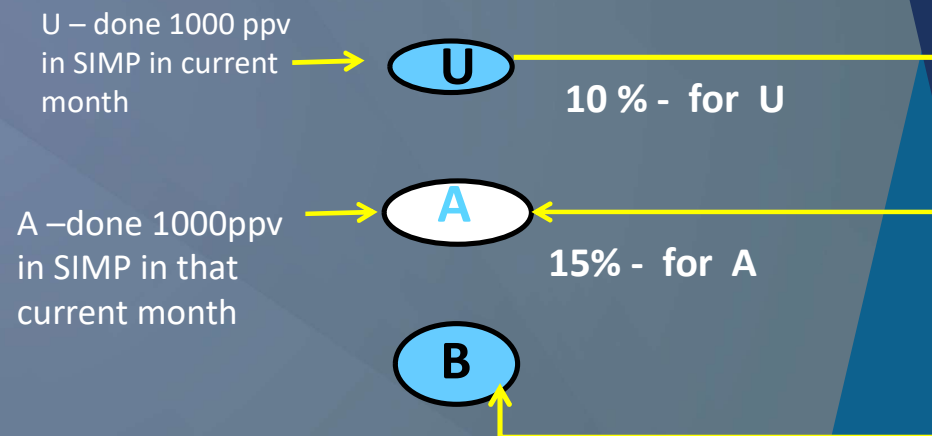
## Compression for not completing 1000ppv in SIMP

- \* Assuming that A and U have already purchased IOC.
- \* If A not completing 1000 ppv in SIMP for current month
- Assuming that B is current month IOC purchaser



## If A is completing 1000ppv in SIMP in current month

- Assuming that A and U have already purchased IOC.  
Assuming that B is current month IOC purchaser







## One Stone Targeting 8 Birds

1. It is an International package.
2. No matching of pair is required.
3. No additional maintenance required\*
4. Seed stock for sales.
5. PV recognition for status promotion.
6. Purchase once and lifetime entitlement.
7. Can Earn exponential Income even from one single level.
8. Qualify for a Free Travel –TSI.

*\*maintain 1000ppv in SIMP to get IOC bonus for that month.*

# Other Advantages



1. Can buy any mix of products.
2. The package is affordable to most of the people.
3. Help to increase recruitment and bonus under the existing Marketing Plan.
4. Help to be promoted faster under the existing Marketing Plan.



Food and dietary supplement products sold by Daxen are intended to contribute to the daily diet and overall health and are not intended for use in the prevention, treatment, mitigation, or cure of any disease or health related condition. Consult an appropriately licensed health care practitioner for a medical history evaluation, diagnosis, treatment, and health recommendations.

## Seed Stock for sales



- Buy the products as seed stocks
- Don't use the products for personal consumption
- Sell the products and Don't spend the money
- Use the money to replenish the same products sold to:-
  - ✓ Members
  - ✓ Non members ( Users / Consumers )

# Countries With Icing




1. Philippines
2. Hungary
3. Romania
4. Bulgaria
5. Slovakia
6. Greece
7. Czech Republic
8. Germany
9. Italy
10. Ukraine
11. Hong Kong
12. USA
13. Mongolia
14. Indonesia
15. Russia
16. Peru
17. Mexico
18. Colombia
19. Bolivia
20. Canada
21. Singapore
22. Australia

# ICING ON THE CAKE

## ICING ON THE CAKE LETTER OF INTENT





FOR EXISTING MEMBERS, PLEASE SUBMIT THIS

☐ LOI LETTER TOGETHER WITH YOUR ☐ PRODUCT ORDER FORM

FOR NON MEMBERS, PLEASE SUBMIT THIS

☐ LOI LETTER TOGETHER WITH YOUR ☐ PRODUCT ORDER FORM AND MEMBERSHIP APPLICATION FORM

NAME \_\_\_\_\_

DATE \_\_\_\_\_ MEMBERSHIP CODE \_\_\_\_\_ (LEAVE IN BLANK IF NON-MEMBER)

NO. OF PACKAGE PURCHASE	PLEASE TICK (I)	UNDER ICODE OF	FOR OFFICE USE ONLY (TO FILL THE ACTUAL IPCODE)
1ST UNIT	A	* IF FOR MEMBERSHIP BEFORE IOC IMPLEMENTATION DATE (XXXX), LEAVE THIS COLUMN BLANK AS SYSTEM WILL AUTO ASSIGN THE IPCODE.	
ADDITIONAL UNITS	B		
	C		
	D		


\* IF YOU DO NOT HAVE THE ICODE OF CURRENT PURCHASED PACKAGE, PLEASE INDICATE THE LETTER (EX. A, B, C ETC) AS THE ICODE.

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TOTAL UNIT(S) PURCHASED \_\_\_\_\_

NOTE / COMMENT \_\_\_\_\_

SIGNATURE OF MEMBER \_\_\_\_\_



THE CAKE (IOC) LETTER OF INTENT

MEMBERSHIP APPLICATION FORM

NAME \_\_\_\_\_

DATE \_\_\_\_\_

MEMBERSHIP CODE \_\_\_\_\_ (LEAVE IN BLANK IF NON-MEMBER)

NO. OF PACKAGE PURCHASE	PLEASE TICK (I)	UNDER ICODE OF	FOR OFFICE USE ONLY (TO FILL THE ACTUAL IPCODE)
1ST UNIT	A	* IF FOR MEMBERSHIP BEFORE IOC IMPLEMENTATION DATE (XXXX), LEAVE THIS COLUMN BLANK AS SYSTEM WILL AUTO ASSIGN THE IPCODE.	
ADDITIONAL UNITS	B		
	C		
	D		

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TOTAL UNIT(S) PURCHASED \_\_\_\_\_

NOTE / COMMENT \_\_\_\_\_


SIGNATURE OF MEMBER \_\_\_\_\_



ICING ON THE CAKE

## PRODUCT ORDER FORM






### 1. DXN DISTRIBUTOR INFORMATION

NAME (FIRST, MIDDLE, LAST) \_\_\_\_\_

DISTRIBUTOR ID. NUMBER \_\_\_\_\_

SHIP TO  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_



### PRODUCT ORDER FORM

☐ REGULAR ORDER ☐ AUTOSHIP ORDER

DATE (MM/DD/YY) \_\_\_\_\_

#### 1. DXN DISTRIBUTOR INFORMATION

NAME (FIRST, MIDDLE, LAST) \_\_\_\_\_

DISTRIBUTOR ID. NUMBER \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

SHIP TO  
NAME \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_  
ADDRESS \_\_\_\_\_ APT \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

#### 2. PRODUCT ORDER INFORMATION

1. Unit price: refer to distributor list.  
2. Sales tax: Based on suggested retail price.

DESCRIPTION	DP	QTY	DESCRIPTION	DP	QTY	DESCRIPTION	DP	QTY
MEMBERSHIP KIT	\$43.00		LINGZHI TEA LATTE	\$20.00		DXN FRUZZIM (380 ML)	\$18.50	
REISHI GANO (RG30)	\$13.20		WHITE COFFEE ZHINO	\$20.00		GANOZHI TOOTHPASTE	\$8.20	
GANOCELLUM (GL30)	\$13.20		LINGZHI COFFEE (3 IN 1) LITE	\$15.90		GANOZHI SOAP	\$8.20	
REISHI GANO (RG90)	\$36.40		LINGZHI COFFEE (3 IN 1)	\$15.90		GANOZHI SHAMPOO	\$12.70	
GANOCELLUM (GL90)	\$36.40		LINGZHI BLACK COFFEE	\$14.90		GANOZHI BATH GEL	\$12.70	
REISHI GANO (RG360)	\$121.40		VITA CAFE	\$20.00		GANO MASSAGE OIL	\$9.20	
GANOCELLUM (GL360)	\$121.40		CORDYCEPS COFFEE	\$16.60		TEA TREE CREAM	\$10.00	
SPIRULINA (SP30)	\$58.90		SPICA TEA	\$14.80		VEGI CLEEN	\$9.20	
REISHI GANO (RG90)	\$36.40		2HR MINT PLUS (12 SACHETS)	\$31.60		DXN CHUBBY BABY OIL	\$8.20	
GANOCELLUM (GL90)	\$36.40		2HR CAFE CLASSIC	\$14.90		DXN LIPSTICK COLOR	\$18.90	
REISHI GANO (RG360)	\$121.40		CREAM COFFEE	\$17.00		ALOE V	\$-	
GANOCELLUM (GL360)	\$121.40		MORINDYME (1 BOTTLE)	\$15.40		GANOZHI E	\$-	
SPIRULINA (SP30)	\$58.90		MORINDYME (1 BOTTLE)	\$15.40		TRY PACK I	\$6.00	
REISHI GANO (RG90)	\$36.40		ROSELLE JUICE	\$13.90		TRY PACK II	\$9.50	
GANOCELLUM (GL90)	\$36.40		CORDYPINE 285 ML	\$37.60		TRY PACK III	\$7.50	
REISHI GANO (RG360)	\$121.40		CORDYPINE 700 ML	\$86.20				

#### 3. PAYMENT INFORMATION

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS  
☐ CASH ☐ CHECK ☐ DISCOVER

DRIVER'S LICENSE NUMBER (CHECK ONLY) \_\_\_\_\_ EXP. DATE \_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_ CVV # \_\_\_\_\_

IF PAYING BY CREDIT CARD, PLEASE PROVIDE CREDIT CARD BILLING ADDRESS \_\_\_\_\_

I hereby authorize DXN INC. to charge my credit card for order I place directly for the amount that I order, plus applicable shipping and handling. Please provide copy of driver's license if you are paying by check.

NAME ON THE CARD \_\_\_\_\_

SIGNATURE OF THE CARD HOLDER \_\_\_\_\_

Calculate local states sales tax of total retail if applicable.  
(Total retail) X 1% = Total Sales tax.


Please add \$7.00 for all Shipping & Handling FOR AUTOSHIP ORDER  
Please add \$5.00 for all Shipping & Handling

If you wish to return any product, you may do so within 30 days upon receiving the product. Before returning any merchandise, please call the Country Branch to obtain a return merchandise authorization number. No return will be honored without this number. You will be responsible for shipping and insurance of the returned products. A restocking fee may apply, and any applicable bonus paid out or duty charges will be deducted from your refund.

Dawn Inc. cannot accept return of opened products or merchandise damaged due to shipping, abuse or neglect.

☐ I Wish to discontinue my Autoship Agreement

SIGNATURE OF DXN DISTRIBUTOR \_\_\_\_\_



### ORDER FORM

☐ AUTOSHIP ORDER

DATE (MM/DD/YY) \_\_\_\_\_

DESCRIPTION	DP	QTY
MEMBERSHIP KIT	\$43.00	
REISHI GANO (RG30)	\$13.20	
GANOCELLUM (GL30)	\$13.20	
REISHI GANO (RG90)	\$36.40	
GANOCELLUM (GL90)	\$36.40	
REISHI GANO (RG360)	\$121.40	
GANOCELLUM (GL360)	\$121.40	
SPIRULINA (SP30)	\$58.90	
REISHI GANO (RG90)	\$36.40	
GANOCELLUM (GL90)	\$36.40	
REISHI GANO (RG360)	\$121.40	
GANOCELLUM (GL360)	\$121.40	
SPIRULINA (SP30)	\$58.90	
POTENZHI 30'S	\$27.80	
POTENZHI 90'S	\$77.70	
CORDYCEPS (40 CAPSULES)	\$51.00	
SPIRULINA CEREAL	\$44.70	
CORDYCEPS CEREAL	\$48.90	
SPIRULINA CEREAL	\$44.70	
CORDYCEPS CEREAL	\$48.90	
COCOSHI	\$21.60	

Bring my merchandise, be honored without this fee may apply, and my or neglect.

ICING ON THE CAKE



It's Simple,  
It's Easy,  
**It's IOC**

TAKE ADVANTAGE;  
JOIN IMMEDIATELY!

ICING ON THE CAKE

