Purium Affiliate Compensation Plan

Effective October 31, 2026

Share Purium and earn **20% on a new customer's first order**. A new customer is someone who has never ordered, or who has been released. Earn **10% on repeat orders and subscription renewals** under the rules below.

Purium pays on one level only: the customers you personally refer. There are no ranks, volume requirements, team commissions or bonuses for signing up other Affiliates, and no requirement to keep bringing in new customers.

Your earnings at a glance

When this happens	You earn	For how long
A new customer orders through your link or code	20%	On that order
A new customer's first-order subscription renews for the first time, still connected to you	10% of the renewal, plus a one-time bonus of 5% of the original subscription purchase	Once per new-customer subscription
A connected customer places re-orders	10%	The rest of the month they connect to you plus 6 full calendar months. Subscribers stay connected after that as long as their subscription is active
A connected subscription keeps renewing	10% on each paid renewal	Ongoing while the subscription is active, including a pause of up to 3 months
A released customer comes back through your link or code	Same as a new customer: 20%, the bonus, then 10%	A new six-month window, plus subscription renewals

Words we use

Term	What it means
Your link or code	Your personal Purium referral link or code. It identifies you as the referring Affiliate. It does not give the customer a discount.
New customer	Someone who has never placed a paid Purium order, or a customer who has been released from their Affiliate or from Purium as a house account. Purium counts every kind of paid order, in both its old and new systems.
Eligible amount (commissionable amount)	The cash the customer actually paid for products, after subscription savings and any sale price. Every product counts, including merchandise such as t-shirts, unless Purium marks an item non-commissionable with notice, such as an event ticket. Tax, shipping, refunds, Rewards Points and store credit are not included.
Subscription	An order the customer sets up to charge and ship automatically on a schedule. Reordering by hand each month is not a subscription.

Term	What it means
Six-month window	The rest of the calendar month in which an order connects the customer to you, plus the next six full calendar months. January means through July 31. Repeat orders do not restart it.
Connected subscription	A subscription credited to you. Its paid renewals earn 10%, including after the six-month window.
Subscriber	A connected customer with an active subscription. A paused subscription stays active for up to 3 months. After that, Purium cancels it. One-time orders do not make a customer a subscriber.
Connected customer	A customer inside your six-month window, or a subscriber. Every eligible paid order from a connected customer earns you commission. Another Affiliate's link or code does not take over a connected customer.
Released customer (no longer connected)	A customer whose six-month window has ended and who does not have an active subscription. This includes a subscriber whose subscription is canceled after the window has ended. A released customer counts as new, and their next paid order through an Affiliate's link or code connects them to that Affiliate at 20%.
House account	A customer connected to Purium instead of an Affiliate. No commission is paid. The same connection and release rules apply.

1. 20% on a new customer's first order

A new customer is someone who has never placed a paid Purium order, or a customer who has been released (sections 7 and 8). Their first order through your link or code earns 20% of the eligible amount.

> **Example**
>
> Mary has never bought from Purium. She uses your link and buys $80 of products. You earn **$16**.
>
> Rosa first ordered through Sam's link in March and never subscribed. Her window ends September 30, so she is released on October 1. If her next order comes through your link, she counts as new and you earn 20%.

2. A one-time bonus when a subscription first renews

If a new customer's first order starts a subscription, you earn 20% on that order. When the first renewal is processed and paid, you earn **10% of the renewal plus a one-time bonus of 5% of the original eligible subscription purchase**, as long as that renewal is still connected to you. If the subscription never renews, there is no bonus. The bonus is paid once per new-customer subscription, never on later renewals or restarts. It is paid after the first renewal clears its own payout hold and return period.

Canceling the subscription alone does not reverse the first-order commission. Refunds may reduce or reverse it.

Example: a subscription order

Mary's first order is a $100 subscription.

First order: 20% of $100 = **$20**

First renewal processes and is paid ($100): 10% of the renewal ($10) + 5% of the original $100 purchase ($5) = **$15**

Every paid renewal after that: 10% = **$10**

If Mary cancels before her first renewal, there is no bonus. Her first-order commission stays unless she gets a refund.

Example: a mixed first order

Mary's $100 first order has $60 of subscription products and $40 of one-time products. You earn 20% of $100 = **$20**.

When the first renewal ($60 of subscription products) is paid, you earn 10% of the renewal ($6) + 5% of the $60 subscription portion ($3) = **$9**.

3. 10% on re-orders

After an order connects a customer to you, you earn 10% on their eligible re-orders for the rest of that calendar month and the next six full calendar months. Re-orders do not restart the window. If the customer subscribes, they stay connected after the window for as long as the subscription is active (section 4).

Example

Mary's first order is on January 10. Her window runs through July 31.

She places a one-time $50 order in March. You earn **$5**.

She places a one-time $50 order in July. You earn **$5**.

She places a one-time $50 order in August. The window has ended. If she has an active subscription, it earns **$5**. If not, she was released on August 1 and counts as new. If the order comes through your link, you earn **$10**. If she orders on her own, she becomes a house account.

4. Subscribers stay connected to you

You earn 10% on each paid renewal of a subscription connected to you, including renewals after the six-month window. There is no 24-month cutoff and no requirement to bring in new customers.

Once a connected customer subscribes, they stay connected to you for as long as the subscription is active. One-time orders do not extend it. While connected, every eligible paid order earns you 10%, including one-time orders after the six-month window.

A subscription can be paused, or its orders skipped, for up to 3 months. If it has not processed a paid order by then, Purium cancels it. When a subscription is canceled for any reason, the customer stays connected only through the end of their six-month window. If the window has already ended, they are released right away and count as new.

If the customer changes or adds products within the same subscription, it is still your connected subscription.

Example

Mary subscribes in January at $100 a month and keeps her subscription for two years. You earn **$10** on every paid renewal, including month 14 and month 24.

In month 14 she also places a one-time $40 order, perhaps for a new product she heard about. She is a subscriber, so that order earns you **$4**.

In month 26 she cancels her subscription after a paid renewal. Her six-month window ended long ago, so she is released right away and counts as new. If her next order comes through your link, you earn 20% again. If it comes through another Affiliate's link, that Affiliate earns the 20%.

Example: a long pause

Mary first ordered in January and subscribed. She pauses after her March renewal and places one-time orders in May and July, which each earn you 10%. Her subscription still has not processed in June, 3 months into the pause, so Purium cancels it. Her six-month window runs through July 31, so she stays connected to you until then and is released on August 1. If she then orders through your link, she counts as new: 20%.

5. Pauses and payment gaps

Pauses and skips are limited to 3 months (section 4). Moved deliveries and declined payments do not have their own deadlines, but a subscription that stops processing paid orders is canceled under the 3-month limit or the lapsed-payment rule below. A subscription canceled after the six-month window releases the customer right away, and they count as new.

You earn nothing on unpaid orders. If a declined payment later goes through, it counts as a paid order on the day it succeeds. A failed payment is not a paid order. A subscription whose payments keep declining is lapsed, and Purium cancels it. The customer then stays connected only through the end of their six-month window, or is released right away if the window has ended.

Example: skipped months

Mary skips March and April. You earn **$0** for those months. Her May renewal is paid, and you earn **$10**.

Example: a lapsed subscription

Mary subscribed in January. Her card keeps declining after her October renewal, and Purium cancels the subscription in December. Her six-month window ended July 31, so she is released when the subscription is canceled. She can come back through an Affiliate's link as a new customer, or come back directly as a house account.

6. Cancellations and restarts

When a subscription is canceled, by the customer or by Purium, the customer stays connected to you only through the end of their six-month window. If the window has already ended, they are released right away and count as new. A restart while the customer is still connected is a repeat order at 10%. It earns no new-customer commission and no bonus.

A restart does not reset the six-month window. Paid renewals after a restart earn 10% under section 4. If Purium rebuilds a subscription for a technical reason, nothing about the customer's connection or history changes.

Example

Mary first orders in January, cancels her subscription in March and restarts it in April.

Her April through July orders pay you **10%**.

She restarted inside her window, so she is still connected and is not new. Her renewals keep earning 10%, and so do her one-time orders after July 31, because she has an active subscription.

> If she had waited until September to restart, she would have been released on August 1. A September restart through an Affiliate's link would count as new and earn that Affiliate 20%. Restarting on her own would make her a house account.

7. Which Affiliate a customer is connected to

A paid order connects a customer to the Affiliate whose link or code led to that order. Clicking a link without ordering does not connect anyone. If the customer enters a different Affiliate's code at checkout, the code wins. An existing connection always comes first.

- **Inside the six-month window:** every eligible order pays you, even if the customer uses another Affiliate's link or code.
- **After the window, for a subscriber:** the customer stays connected to you as long as the subscription is active, including a pause of up to 3 months. Every eligible paid order pays you 10%.
- **After the window, for a customer without an active subscription:** the customer is released and counts as new. Their next paid order through an Affiliate's link or code connects them to that Affiliate and earns 20%, with the bonus available under section 2.

> **Example**
>
> Kim buys once in January with your link and does not subscribe.
>
> In May she buys through Sam's link. She is still inside your window, so you earn **10%**.
>
> In September she buys through Sam's link again. Your window ended July 31 and she never subscribed, so she was released on August 1. She counts as new, and her September order earns Sam 20%.

8. Released customers and house accounts

Released customers

- A released customer who comes back through an Affiliate's link or code connects to that Affiliate as a new customer: 20%, with the bonus available under section 2. The order starts a new six-month window, and their subscription renewals earn 10%.
- A released customer who comes back on their own, or through a Purium email, ad or other Purium effort, becomes a house account, even if they start a subscription.
- Opening another account does not change a customer's order history or connection.

House accounts

Purium follows the same rules as an Affiliate. A house customer stays with Purium during their six-month window and, if they subscribe, for as long as the subscription is active. Another Affiliate's link or code does not take them over. When a house customer is released, they count as new, and their next order through an Affiliate's link or code earns that Affiliate 20%.

> **Example**
>
> Mary first ordered in January and never subscribed. Her window ended July 31, so she was released on August 1.
>
> In November she comes back through a Purium email and starts a subscription. She is a house account. In December she clicks your link and places an extra order. She stays with the house, so that order earns no commission.
>
> If she had come back through your link in November instead, she would count as new: **20%** on that order, the bonus when her subscription first renews, then 10% on her re-orders through May 31 and for as long as her subscription stays active.

9. If a customer asks to change Affiliates

A connected customer stays with their Affiliate. Purium moves a connected customer to a different Affiliate only when:

- The Affiliate acted unethically, with written documentation, or
- There was a mistake at sign-up, with written documentation.

Once a customer is released, a paid order through another Affiliate's link or code connects them to that Affiliate. Approved changes apply to future orders only. Commissions already earned stay with the original Affiliate. Purium's decision is final.

> **Example**
>
> In June, Mary asks Customer Care to switch from you to Sam because she likes Sam's posts. She is inside your window, and that is not one of the two reasons, so she stays connected to you.
>
> If Mary is later released, she can order through Sam's link and connect to Sam as a new customer.

10. Your own orders

You do not earn commission on your own orders or on any order shipped to your address. Purium checks shipping addresses to apply this rule. You may not use other people's accounts or names to get around it.

Your own orders, and any order shipped to your address, count as customer orders for the Affiliate who referred you, and that Affiliate earns on them under the normal rules. If you referred someone who later becomes an Affiliate, their orders keep paying you under the normal rules. If you joined without a referring Affiliate, your orders are house orders.

> **Example**
>
> You order $150 of products for yourself. You earn **$0**. Your spouse orders $60 with your code and ships it to your home. You earn **$0**. Both orders pay the Affiliate who referred you under the normal rules.
>
> Maya first ordered through your link in January and became an Affiliate in March. Her own $100 order in April is inside her window, so you earn **$10**. Maya earns nothing on it.

11. Customers at launch on October 31, 2026

At launch, Purium looks at each customer's paid order history up to October 30, 2026. Every kind of paid order counts.

Current Brand Partners become Affiliates by opting in. The deadline to opt in is December 31, 2026. A Brand Partner who does not opt in by then loses their customer connections, and those customers are released. New Brand Partners who enroll through Customer Care through October 30, 2026 join the Affiliate Program the same way, by opting in. You may cancel at any time, as described in the Policies and Procedures.

Until a Brand Partner opts in, their customer connections are held. Orders through their link or code connect customers to them as usual. Commissions on those orders are paid on the first payday after they opt in, once each order meets the normal payout rules. If they do not opt in by December 31, 2026, those commissions are forfeited and their customers are released on January 1, 2027.

Customers who ordered on or after April 1, 2026

Customers with a paid order on or after April 1, 2026 stay connected to the Brand Partner who enrolled them once that Brand Partner opts in as an Affiliate. Their eligible orders earn 10%. They do not count as new at launch, so there is no 20% or bonus.

- Their subscription renewals and other re-orders pay you 10%. Customers with an active subscription stay connected for as long as it stays active. The 3-month pause limit starts at launch, so a subscription already paused on October 31, 2026 is canceled if it has not processed a paid order by January 31, 2027. A paused subscription does not delay a release. Customers without an active subscription, or with a paused one, are released on a rolling basis, on the 1st of the month after they go six full calendar months with no paid order, as described below.
- Customers who keep ordering at least once every six full calendar months stay connected through April 30, 2027. To stay connected after that date, they need to be on a subscription. Customers who are not on a subscription by April 30, 2027 are released. Subscribers stay connected until six full calendar months pass with no paid subscription order.

Customers with no paid order since March 31, 2026

Customers whose last paid order was on or before March 31, 2026 are released from their old Brand Partner on October 31. This includes customers whose subscription still shows as active or paused.

- They count as new. Their next paid order through an Affiliate's link or code connects them to that Affiliate and earns 20%. If that order starts a subscription, the 5% bonus is available after its first paid renewal. Repeat orders earn 10%.
- If they come back directly, including through a Purium email, ad or other company effort, they become house accounts and no Affiliate earns commission. Resuming an old subscription on their own does not bring back the old Brand Partner connection.

Fresh chances every month

- Customers with no paid order since April 30, 2026 are released on November 1, 2026, even if they have a paused subscription, and can order again as new customers. Customers with no paid order since May 31 are released on December 1, and so on, every month. Invite them back through your link or code and earn 20% on their first order back, plus the bonus if it starts a subscription.

> **Example: an active subscriber**
> Lee has had a $100 subscription with you since 2024 and her last renewal was in September. After October 31, each paid renewal earns you **$10**. Her one-time $50 order in November earns **$5**.
>
> **Example: a returning customer who counts as new**
> Rosa last ordered in February 2026. On November 3 she orders a $100 subscription through your link. She counts as new: **$20** on that order, **$15** when her first renewal is paid, then **$10** on every paid renewal.
> If Rosa had reordered directly with Purium instead, she would be a house account.

12. Prices, savings and sales

Everyone pays the same everyday price. Subscriptions save 5%. Your link or code does not unlock a discount. Purium may run specials and sales from time to time. Current prices are published at iShopPurium.com. Your commission is always based on what the customer actually paid.

> **Example (prices are for illustration only)**
> A product's everyday price is $75. As a subscription it costs $71.25.
> A new customer's first subscription order of that product earns you 20% of $71.25 = **$14.25**.

13. How we calculate your commission

- Commissions are based on the cash the customer actually paid for products, after savings and sale prices.
- Tax, shipping and refunded amounts do not earn commission.
- Rewards Points and store credit used at checkout do not earn commission.
- House accounts do not earn commission. Your own orders and orders shipped to your address do not earn you commission, but they pay the Affiliate who referred you.
- Orders through Purium's marketplace listings, TikTok Shop, retail channels and the Wholesale Program do not earn commission.
- Items Purium marks non-commissionable with notice, such as event tickets, do not earn commission.
- Purium checks customer identity using past account records, shipping addresses and payment cards. A new email or a new account does not make a connected customer new. A shared address or card does not by itself mean two people are the same customer. Purium may correct or reverse commissions earned through duplicate accounts.

> **Example: a partial refund**
> Mary returns $40 of her $100 first order. Your commission is 20% of the $60 she kept: **$12**.

14. When you get paid

Purium pays commissions on the 1st and 15th of each month. If a payday falls on a weekend or bank holiday, Purium pays on the next business day. The first payment under this plan is December 15, 2026, for eligible orders paid on or after October 31, 2026.

A commission is included in a payout only when all of these are true:

1. At least 45 days have passed since the customer's payment went through.
2. The customer's 30-day money-back guarantee, which starts on delivery, has ended.
3. There is no open return or refund request on the order.

Most commissions are paid 45 to 61 days after the customer pays. A late delivery or an open return can take longer.

If a customer gets a refund after you have been paid, Purium recovers that commission from your future payments. Your statement shows the order, the refund and the adjustment. If your future earnings do not cover it, the rest carries forward until they do.

Purium pays electronically once you have at least $10 due. Smaller amounts carry over to the next payday. Purium is moving to 100% electronic payments, with a target date of April 30, 2027. Until then, Affiliates without electronic payment receive paper checks, with a $5 processing fee per check, sent once at least $15 is due. Affiliates in Canada are paid in U.S. dollars.

> **Example**
> Mary pays on December 1 and receives her order on December 5. Her guarantee ends January 4, and 45 days pass on January 15. Your commission is paid on January 15.
> If her order had been backordered and delivered January 20, her guarantee would end February 19, and your commission would be paid March 1.

Purium may change this plan with 10 days' notice, as described in the Policies and Procedures. If you keep participating after a change takes effect, you accept it.