

# the success *plan*

MEAMORA®

*The new way  
of earning with  
nails, lashes  
& k-beauty*





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*intro*

*Live a more beautiful life*

hello  
*we're so glad you're here*

WE'D LOVE TO GET TO KNOW YOU

"We couldn't be more excited to share what becoming a MeAmora Stylist could look like for you. Whether you're dreaming of a **flexible side hustle or aiming to build something bigger**, you're in the right place.

With our **award-winning products**, uplifting community, and a **compensation plan that's as clear as it is rewarding** – what you see is truly what you get. Every part of your journey is designed to help you earn, grow, and glow on your terms."

***Ashley Ferguson, Founder***

*welcome*



*From side hustle to success, your journey starts here.*

# how it all *began*

BORN IN 90S NEW YORK

It all started over 30 years ago in a garage in **Queens, New York**, with a big dream and a love for beauty. The goal? To create salon-quality products anyone could use at home with confidence.

Fueled by entrepreneurial spirit and a **passion for innovation**, what began as a small idea grew into a **global beauty success story**.



**KISS**<sup>®</sup>  
NEW YORK

*30 years of empowering beauty from  
the inside out*

# proud *little sister*

## TO KISS COSMETICS

Building on this legacy of **innovation and excellence**, MeAmora, KISS's dynamic little sister brand launched in 2022, expanding into the direct selling space.

We're **growing rapidly** and opening exciting doors for anyone ready to boost their income and get involved while we're still in our infancy.

This is your chance to join MeAmora at a pivotal stage, growing alongside a brand with the strength and **support of the KISS family** behind it.

### *about us*

**KISS**<sup>®</sup>  
NEW YORK

*Our recent incentive took top performing Stylists to Kiss HO in New York.*





*our product*

# get up close *and personal*

## INTRODUCING OUR PRODUCTS

We're proud to be the only **direct selling brand offering lashes, nails, and Korean beauty** all in one place. Our award-winning, cruelty-free products do the talking.

Whether it's a flawless at-home manicure, a lash transformation, or K-Beauty that delivers a radiant glow, MeAmora has everything you need to share **beauty with confidence.**

# lift your *lash game*

LASH UP LASH CLUSTERS

**100% Korean PBT silk**, Lash Up clusters are soft, flexible, comfortable with a beautifully glossy sheen.

**Up to 10 days** of a safe, extended wear, Lash Up clusters sit under the lash line for a comfortable, natural look that's incredibly **easy to apply**.

Our **handmade featherlight lash clusters** are vegan, cruelty-free and non-damaging.

## *our product*

**LASH**  
*up*<sup>®</sup>

*With 25 lash cluster styles, there's a look for everyone.*



# nail that *look*

## NAIL ON PRESS ON MANICURE

Say hello to Nail On ultra-comfortable, ultra-slim, press-on nails. Featuring Natural Fit Technology; an ultra-hold, dual-layer adhesive system to keep nails securely in place.

**With no glue required**, Nail On Press On Manicure are uniquely gentle on natural nails. Easy to apply and remove, long-lasting Nail On are **vegan and cruelty-free**.

*our product*

**NAIL**<sup>®</sup>  
*ON*

*.Available in a range of 5 shapes  
and over 100 shades.*

# your beauty *lit from within*

K O R E A N   S K I N C A R E   &   M A K E - U P

“JOAH is my vision for how everyone can experience the benefits of the K-Beauty approach. JOAH works with the best labs in Seoul to offer **high-quality, innovative products — without a high price tag.**



Now you can nourish your skin, glow with confidence, and simplify your beauty routine, all at the same time.”

***Hae Jin Chang, JOAH Founder***

*our product*



**JOAH**

*Infusing the best of Korean Beauty skin care ingredients into a range of skin-nurturing beauty products*

# the customer *experience*

## REWARD POINTS

We're here to **love your customers** right back, with treats and rewards gifted on your behalf. Because they deserve it. And so do you.

Customers **earn points and exclusive rewards** every time they shop, share reviews, follow our socials and more!

*experience*

# get the glow *at home*

## GLOW & GO

Your opportunity to bring **award-winning K-Beauty** directly into your customers' homes. You'll guide guests through a **relaxing facial ritual** using your kit, supported by expert virtual tutorials and beautifully curated tools. It's a fun, way to connect, build trust, and introduce products.

Even better? **VIP Hosts earn exclusive reward points** just for bringing the party together, so everyone glows, inside and out.



*experience*

*Ready to learn more? Chat with the person who shared this brochure, they'll be happy to help you get started.*



# even more *rewards*

CELEBRATE  
YOUR  
SUCCESS

Yes, you earn  
commission — but  
that's just the start.

At MeAmora, we  
**celebrate success in  
style.** Think New York  
getaways, exclusive  
retreats, Spotlight  
events, and dreamy  
rewards such as Tiffany  
jewellery, designer  
handbags and  
beautiful floral  
arrangements.



*rewards*

*You put in the work — we  
make sure it feels worth it.*

# steps to *success*

## NEW STYLIST INCENTIVE

As a new MeAmora Stylist, you'll unlock free product rewards from your very **first milestone**. Reach 150 in personal sales in your first month and receive your first product bundle, absolutely free!

But that's just the beginning. With six exclusive bundles up for grabs in your first two months, **the more you sell, the more rewards you'll earn.**

Fill your kit, build your confidence, and get rewarded as you grow.

*rewards*



*Ready to learn more? Chat with the person who shared this brochure, they'll be happy to help you get started.*



*earnings*

## grow with *MeAmora*

THE EARNING POTENTIAL

With every step up the compensation plan, you'll unlock new rewards, greater earning potential, and well-deserved recognition. The Success Plan is built to scale with you.

Next, you'll discover how it rewards your sales achievements, your sharing of the Stylist opportunity, and your commitment to mentoring others.

earnings & rewards

THE EARNING POTENTIAL

plan overview

	stylist	lead stylist	senior stylist	star stylist	executive	senior executive	star executive	senior star executive
personal sales								
personal sales (ps)	0-299.99	300	1,500	3,500				
discount percentage	20%	25%	30%	35%				
mentor bonus								
personal sales required		300	300	300	300	300	300	300
central group sales (gs)			1,500	3,500	3,500	3,500	3,500	3,500
ps discount		25%	30%	35%	35%	35%	35%	35%
stylists		5%	10%	15%	15%	15%	15%	15%
lead stylists			5%	10%	10%	10%	10%	10%
senior stylists				5%	5%	5%	5%	5%
leader star count					1	3	5	7
generation bonus								
generation bonus l1				4%	4%	4%	4%	4%
generation bonus l2					4%	4%	4%	4%
generation bonus l3						2%	2%	2%
generation bonus l4							2%	2%
development bonuses								
rank advancement bonus			£50 - 60€ matched for enroller	£100 -120€ matched for enroller	£250 - 300€	£500- 600€	£1000- 1,200€	£3000- 3,600€
consistency bonus					£100- 120€	£250- 300€	£750- 900€	£1500- 1,200€

earnings & rewards

STYLIST RANKS

stylist rank requirements

Everyone begins as a Stylist, but that’s just the start. As you grow, you can rise through the ranks — from Stylist to Executive and beyond.

<div>Stylist</div> <div>PS 0–299.99</div>	<div>Personal Sales (PS)</div> <div>Earn 20% on all personal sales (PS)</div>
<div>Lead Stylist</div> <div>PS 300+</div> <div>Mentor Bonus Unlocked</div>	<div>Personal Sales (PS)</div> <div>Earn 25% on all personal sales</div> <div>Mentor Bonus – Earn 5% on the sales generated your Stylists and their group</div>
<div>Senior Stylist</div> <div>PS 300+</div> <div>GS 1,500+</div> <div>2 Mentor Bonuses Unlocked</div> <div>Rank Advancement Bonus Unlocked</div>	<div>Personal Sales (PS)</div> <div>Earn 30% on all personal sales</div> <div>Mentor Bonus – Earn 10% on the sales generated by your Stylists and their group</div> <div>Earn 5% on the sales generated by your Lead Stylists and their group</div>
<div>Star Stylist</div> <div>PS 300+</div> <div>GS 3,500+</div> <div>3 Mentor Bonuses Unlocked</div> <div>Generation Leader Bonus Unlocked</div> <div>Rank Advancement Bonus Unlocked</div>	<div>Personal Sales (PS)</div> <div>Earn 35% on all personal sales</div> <div>Mentor Bonus – Earn 15% on the sales generated by your Stylists and their group</div> <div>Earn 10% on the sales generated of your Lead Stylists and their group</div> <div>Earn 5% on the group sales of your Senior Stylists</div> <div>Generation Bonus</div> <div>Earn 4% on your 1<sup>st</sup> Generation Star Leg</div>

earnings & rewards

EXECUTIVE RANKS

executive ranks

requirements

As you advance through the MeAmora Success Plan, mentoring and growing your team unlocks extra bonuses that reach deeper into your business.

Executive Leader  
PS 300  
GS 3,500  
1 Star Legs

3 Mentor Bonuses  
Unlocked

2 Generation Leader  
Bonuses Unlocked

Rank Advancement  
Bonuses Unlocked

Consistency Bonuses  
Unlocked

Personal Sales

Earn 35% on all personal sales

**Mentor Bonus** – Earn 15% on the sales generated by your Stylists and their group  
Earn 10% on the sales generated of your Lead Stylists and their group

Earn 5% on the group sales of your Senior Stylists

Generation Bonus

Earn 4% on your 1<sup>st</sup> Generation Star Leg  
Earn 4% on your 2<sup>nd</sup> Star Leg Generation Group Sales

Senior Executive  
Leader  
PS 300  
GS 3,500  
3 Star Legs

3 Mentor Bonuses  
Unlocked

3 Generation Leader  
Bonuses Unlocked

Rank Advancement  
Bonuses Unlocked

Consistency Bonuses  
Unlocked

Personal Sales

Earn 35% on all personal sales

**Mentor Bonus** – Earn 15% on the sales generated by your Stylists and their group  
Earn 10% on the sales generated by your Lead Stylists and their group

Earn 5% on the group sales by your Senior Stylists

Generation Bonus

Earn 4% on your 1<sup>st</sup> Generation Star Leg  
Earn 4% on your 2<sup>nd</sup> Star Leg Generation Group Sales

Earn 2% on your 3<sup>rd</sup> Star Leg Generation Group Sales

earnings & rewards

EXECUTIVE RANKS

executive ranks

requirements

Our most prestigious ranks. Star Executive and Senior Star Executive offer incredible rewards and bonuses.

Star Executive Leader  
PS 300  
GS 3,500  
5 Star Leg

3 Mentor Bonuses  
Unlocked

4 Generation Leader  
Bonuses Unlocked

Rank Advancement  
Bonuses Unlocked

Consistency  
Bonuses Unlocked

Personal Sales (PS)

Earn 35% on all personal sales

**Mentor Bonus** – Earn 15% on the sales generated by your Stylists and their group  
Earn 10% on the sales generated by your Lead Stylists and their group  
Earn 5% on the group sales of your Senior Stylists

Generation Bonus

Earn 4% on your 1<sup>st</sup> Generation Star Leg  
Earn 4% on your 2<sup>nd</sup> Star Leg Generation Group Sales  
Earn 2% on your 3<sup>rd</sup> Star Leg Generation Group Sales  
Earn 2% on your 4<sup>th</sup> Star leg Generation Group Sales

Senior Star Executive  
Leader  
PS 300  
GS 3,500  
7 Star Legs

3 Mentor Bonuses  
Unlocked

4 Generation Leader  
Bonuses Unlocked

Rank Advancement  
Bonuses Unlocked

Consistency  
Bonuses Unlocked

Personal Sales

Earn 35% on all personal sales

**Mentor Bonus** – Earn 15% on the sales generated by your Stylists and their group  
Earn 10% on the sales generated by your Lead Stylists and their group  
Earn 5% on the group sales of your Senior Stylists

Generation Bonus

Earn 4% on your 1<sup>st</sup> Generation Star Leg  
Earn 4% on your 2<sup>nd</sup> Star Leg Generation Group Sales  
Earn 2% on your 3<sup>rd</sup> Star Leg Generation Group Sales  
Earn 2% on your 4<sup>th</sup> Star leg Generation Group Sales

# how you could be *rewarded*

## WHAT TO EXPECT

Explore Stylist stories and get a realistic look at your potential earnings.

The examples shared are based on real-life scenarios and calculated using the new Success Plan. While individual results may vary, these stories reflect experiences that closely mirror those of actual MeAmora Stylists. The examples are based on Stylists Personal Sales of 200 and Lead Stylist Personal Sales of 300.

# meet *jane*

## STYLIST TESTIMONIAL

Transitioning from Stylist to Lead Stylist or Senior Stylist allows you to share your passion while reaping rewards of the Mentor Bonuses right from the start!



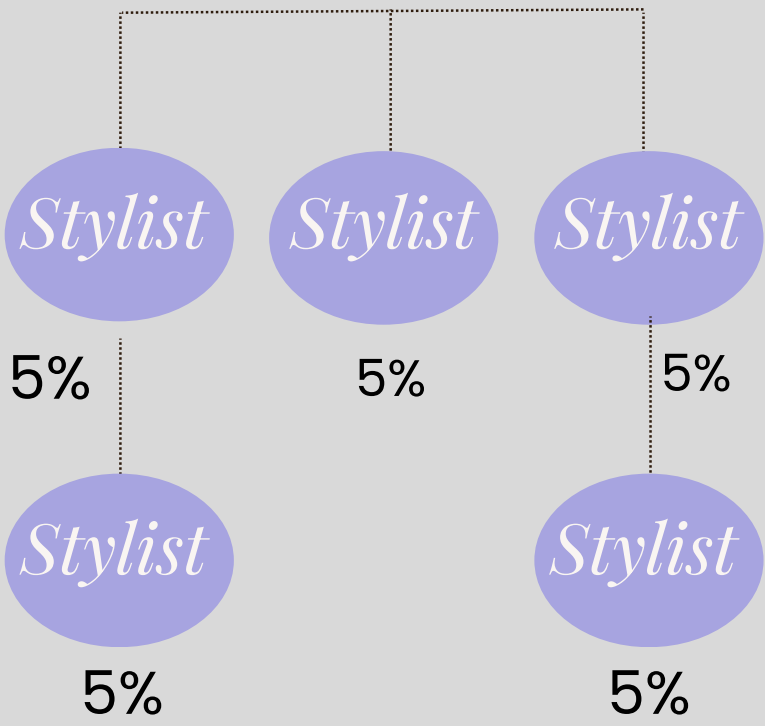
*“I take great joy in showing others how to get salon-quality nails, lashes, and premium skincare without breaking the bank! This is truly my passion. I spend a few hours a week and fit MeAmora in to pockets of time.*

*A few of my customers loved the products so much that they decided to join me in the MeAmora journey!*

*Typically, my monthly commissions and mentor bonuses amount to around 100. It pays for fun outings with my kids, and last year, my MeAmora earnings helped cover the costs of Christmas, which was such a big help for us as a family!”*

### *What Might It Look Like*

#### *Lead Stylist*



Total Earnings  
125

Personal Sales 300  
25% of 300 = **75 Discount**  
**Mentor Bonus**  
Stylist Group Personal sales = 200 x5  
5% of 1000  
=Bonus **50**  
**Total Mentor Bonus = 50**

# meet sarah

## SENIOR STYLIST TESTIMONIAL

Sharing the rewards of joining MeAmora further will unlock even more Mentor bonuses PLUS earn you more on your own personal sales too!

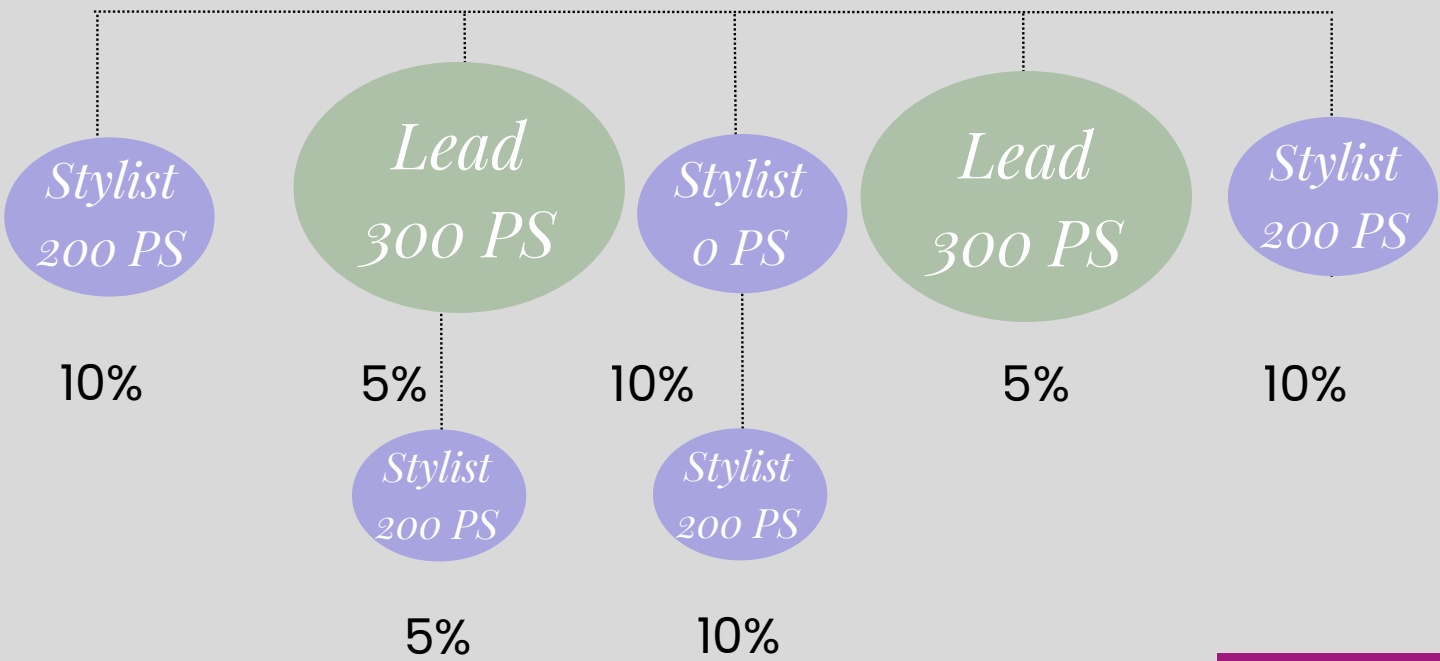


*“I absolutely adore my team! I have a wonderful group I now proudly call good friends as we do this brilliant business together.*

*Through events and Glow & Gos, I connect with people and share my passion for what I do. Over time, I've begun to build my small but powerful team!*

*The additional earnings of 250 to 300 from MeAmora supplement my full-time salary, and that extra income is always welcome these days!!”*

### What Might It Look Like Senior



Total Earnings  
250

Average Senior Stylist Personal Sales 500  
30% of 500 = **150 Discount**  
**Mentor Bonus**  
**Stylist Group** Personal Sales 200 Each  
10% of 600  
Mentor Bonus **60**  
**Lead Group** Personal Sales 300  
5% of 600  
Stylist in Lead Group Personal Sales 200  
5% of 200  
Mentor Bonus **40**  
**Total Mentor Bonus 100**

# meet *suzie*

## STAR STYLIST TESTIMONIAL

Star rank is where leadership and developing others expands your earning potential! In addition to your personal sales commissions and Mentor bonuses, you will now begin to earn the Generation Leader Bonus!

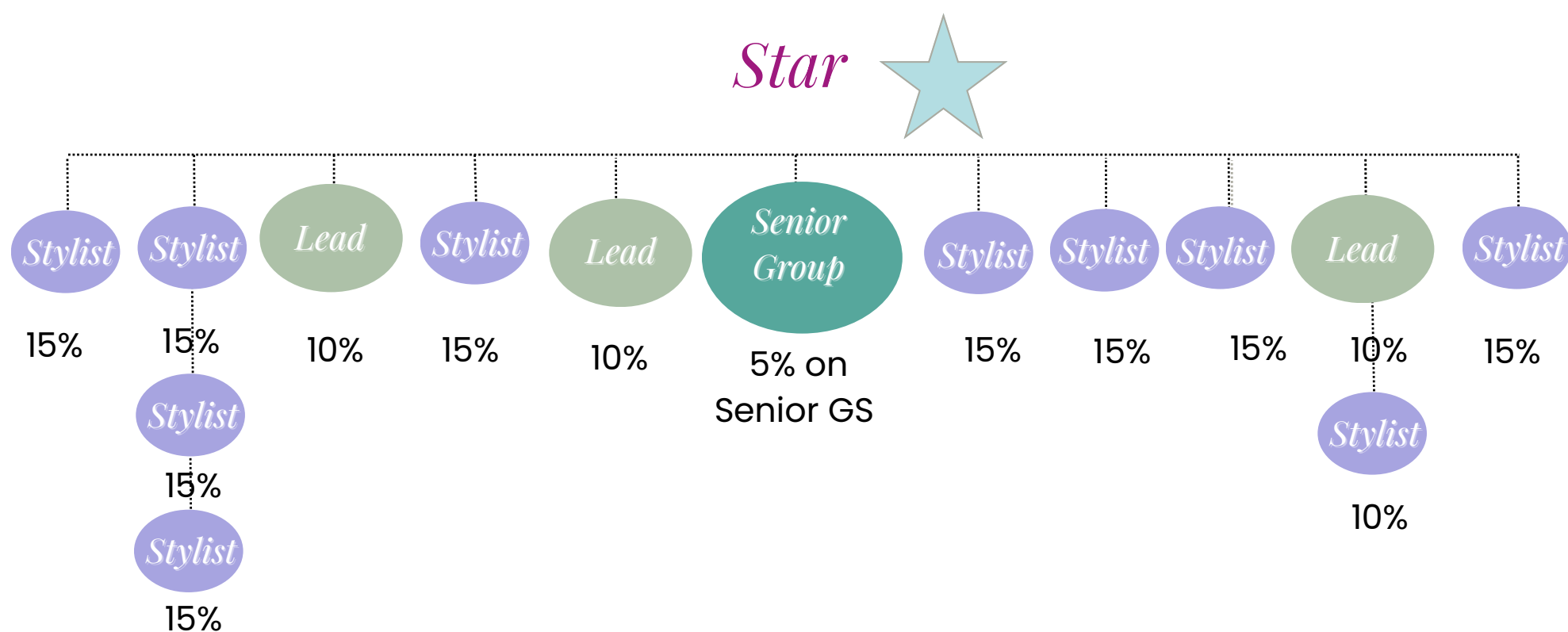


*“The income of 500 to 600 a month has allowed me to gradually cut back on my working hours, which has always been a dream of mine!*

*I have a family that needs my attention, so the ability to earn while doing something I love, at times that fit our needs has been a true blessing!*

*I’m grateful to have a fantastic team who are balancing family commitments and full-time jobs. Nothing will hold us back!”*

### *What Might It Look Like*



Average Senior Stylist Personal Sales 500  
35% of 500 = **75 Discount**

#### **Mentor Bonus**

Stylist Group Personal Sales 200 x 9

15% of 1,800 = Mentor Bonus **270**

Lead Group Personal Sales 300 x 3

10% of 900 = Mentor Bonus **90**

Stylist In Group 200 X1

10% of £200 Mentor Bonus = **20**

Senior Group Sales Minimum 1,500 x 1

5% of 1,500 = **75**

**Total Mentor Bonus = 455**

**1st Generation Leader Bonus 4%** of 1<sup>st</sup> Star Leg total 4,900

Bonus = **196**

**Total Generation Leader Bonus = 196**

**Total Earnings**  
**826**

# meet *nat*

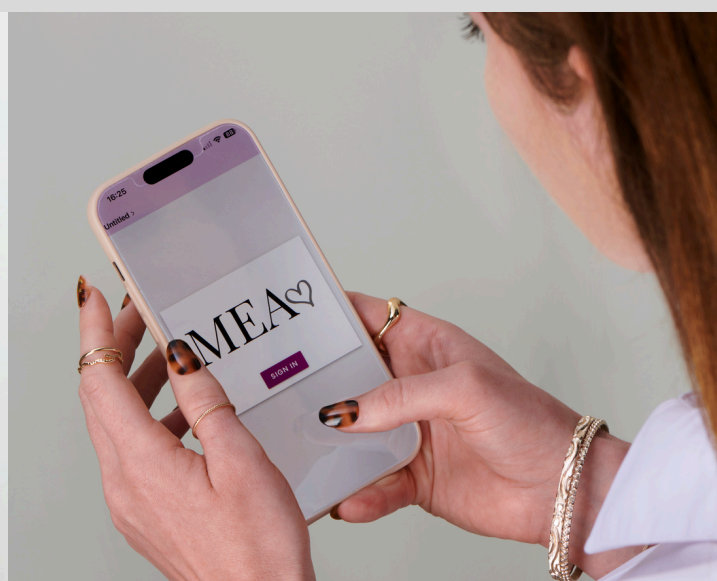
## EXECUTIVE LEADER TESTIMONIAL

Executive Leadership Levels are where mentorship and duplication gain real momentum. Execs focus on mentoring, developing, and empowering others to duplicate success.



*“As an Executive Leader, I typically earn over 1,500 each month. I no longer have the dreaded work commute; I can manage the school run daily, I can work my business from anywhere which perfectly fits my hectic family life. Each week I have a 1 hour team check in zoom, book in some 1-2-1 calls, schedule my social media content, and try to do at least 1 Glow & Go session in person. All in all I spend about 8-10 hours per week doing MeAmora, and that works perfectly for me!*

*I have access to the latest nail and lash trends, my skin has never looked better, and I get to help people save money on their products and show how to earn money as well! It's a delight to be building my beauty empire! I am always striving to keep moving up. The additional bonuses and incentives are incredible. My rank advancement bonuses have always gone into the family holiday fund!”*



# meet *nat*

EXECUTIVE LEADER

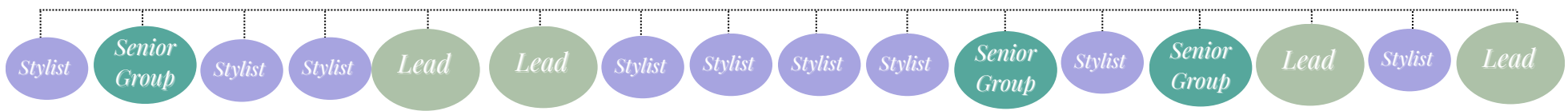


## *What Might It Look Like*

Average Executive Leader Personal Sales 750  
35% of 750 = **262.50 Discount**

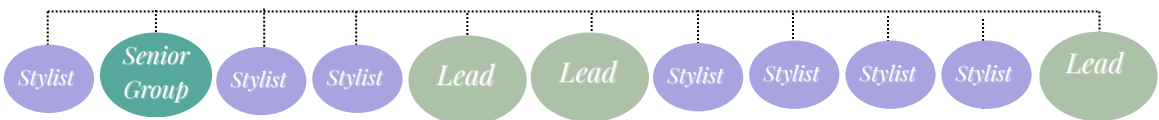
## *Executive*

4% On 1<sup>st</sup> Generation Star Leg



## *Star* ★

4% On 2<sup>nd</sup> Generation Star Leg



### **Mentor Bonuses**

Stylist Personal Sales 200 x 9  
15% of 1,800 = Mentor Bonus **270**

Lead Stylist Personal Sales 300 x 4  
10% of 1,200 = Mentor Bonus **120**

Senior Group Sales Minimum 1,500 x 3 = 4,500  
5% of 4,500 = **225**

**Total Mentor Bonus = 615**

### Generation Bonuses

**1<sup>st</sup> Generation Bonus** 4% of 1<sup>st</sup> Star Leg total = 8,250  
Bonus = **330**

**2<sup>nd</sup> Generation Bonus** 4% of 2<sup>nd</sup> Gen Star Leg total = Min 3,500  
Bonus = **140**

**Total Generation Leader Bonus = 470**

*Total Earnings*  
**1,347.50**



# glossary of *terms*

M E A M O R A   S P E A K

**Active Stylist** – has submitted 20PS in any one of three rolling calendar months

**Qualified Stylist** – has submitted 150PS in any calendar month

**Leader** – achieved a rank of Star or above as determined by the Success Plan

**Personal Sales PS** – the amount of sales placed through the Stylist account on a monthly basis and is paid weekly

**Mentor Bonus** – paid on a differential basis on the sales of all Stylists in your group. Example:- a Star Stylist has a discount of 35%, they have a Lead Stylist that has a 25% discount. Therefore the Star Stylist is due Mentor Bonus of 10% paid from the sales of their Lead Stylist. Paid weekly

**Generation Bonus** – paid down Generations of Star Stylist and above Groups. Paid Monthly, when Star rank is achieved

# glossary of *terms*

M E A M O R A   S P E A K   C O N T I N U E D

**Rank Advancement Bonuses** – paid in the month the rank advancement is achieved and this is matched to the upline sponsor for Senior and Star rank (provided, the upline rank matches or is greater)

**Consistency Bonuses** – paid from Executive rank and above when 3 month consistency at rank is achieved

**Group Sales GS** – total sum of all sales made in the total organisation in a calendar month

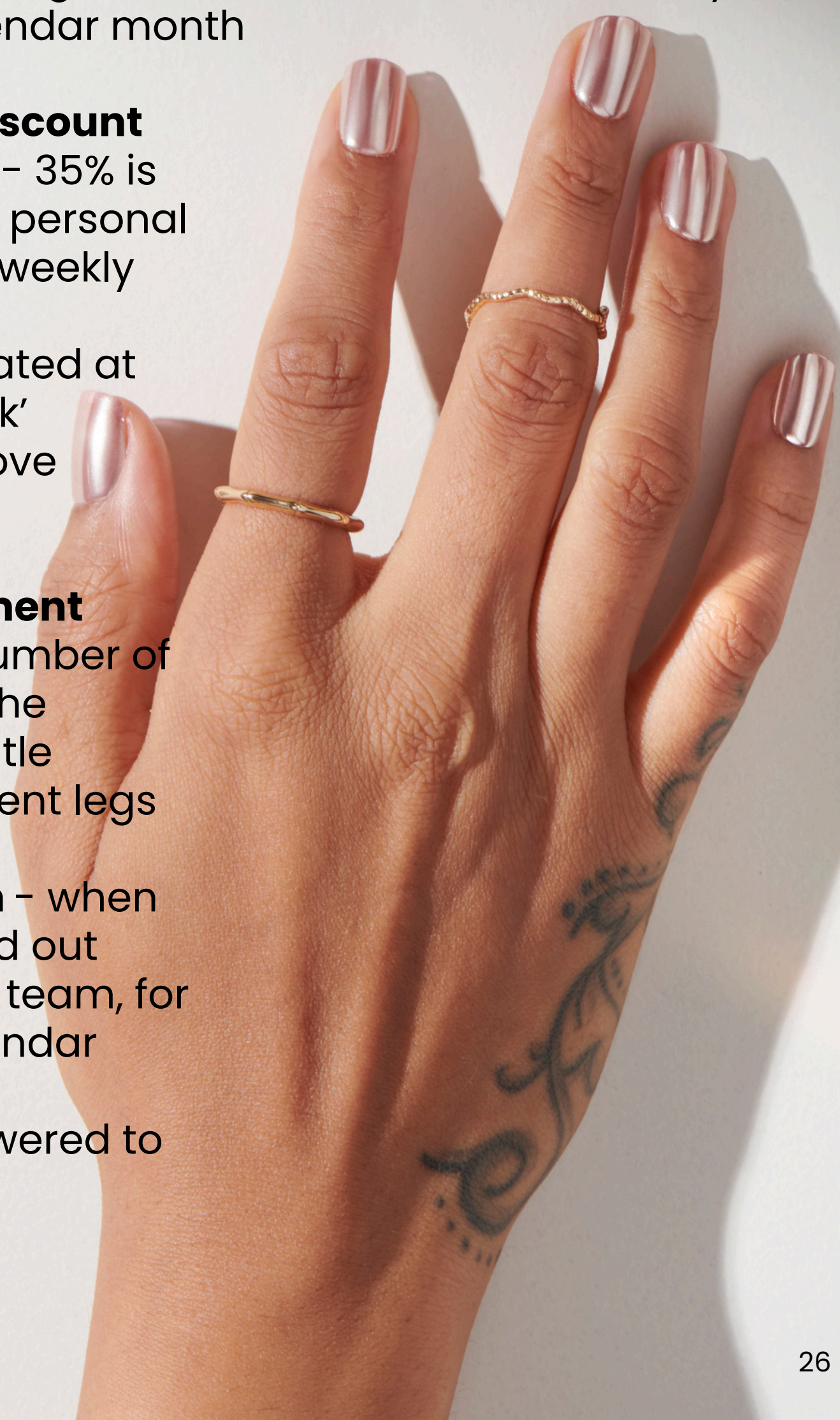
**Central Group Sales CGS** is the total sum of all sales made in the total organisation minus the sales of any Star legs in a calendar month

**Personal Sales Discount**  
ranging from 20%- 35% is earned from your personal sales and is paid weekly

**Generation** – created at each 'paid as rank' Star rank and above and their team

**Star Leg requirement rule** – required number of Stars to achieve the Leadership rank title has to be in different legs

**Build Back Month** – when a Star is promoted out from your central team, for the following calendar month your CGS requirement is lowered to 1,500 PS



# reach. rise. *reap the rewards*

## THE POWER SELLER CLUB

Strive to hit 900/ 2,250 / 4,500+ Personal Sales over a 3-month period to **unlock your Power Seller Bonus.**

- Earn more: Hit quarterly Personal Sales targets and access exclusive Reward Vouchers
- Get more: Climb the three Success Plan levels to receive even more rewards!
- Be celebrated: Achieve annual Personal Sales to secure your invite to the exclusive Power Seller Social Celebration with GM **Ashley Ferguson**



*It pays to be a Power Seller*



*thank you*

# turn passion *into possibility*

JOIN THE FAMILY

**With no experience needed**, ongoing support, and the freedom to make it your own, this is **your opportunity to shine.**

We can't wait for you to join us!

*Ready to learn more? Chat with the person who shared this brochure, they'll be happy to help you get started.*