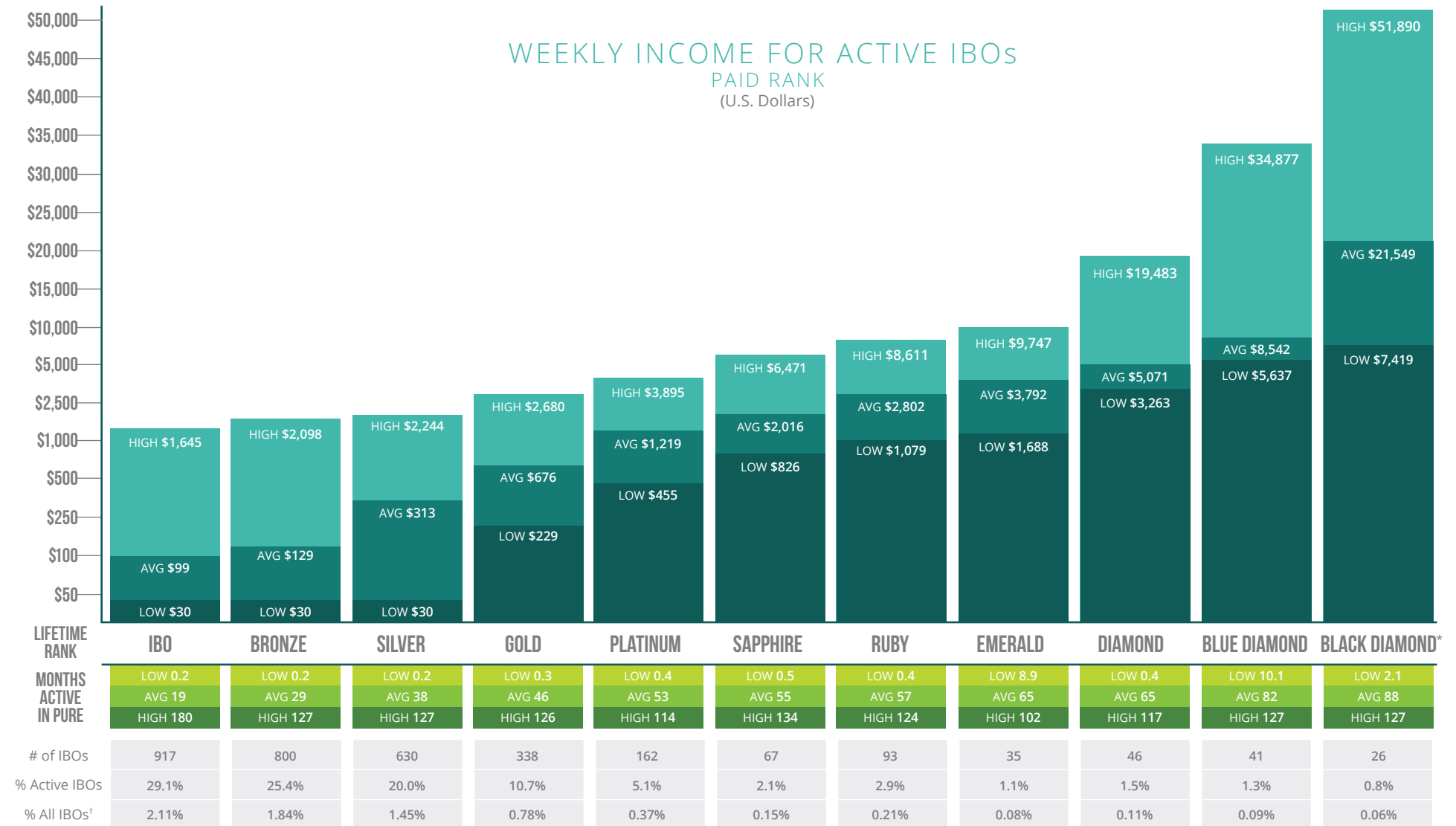


U.S. INCOME DISCLOSURE STATEMENT

OCTOBER 1, 2016 – SEPTEMBER 30, 2017



* Black Diamond rank includes Presidential, Chairman, and Ambassador ranks within the PURE Prosperity Compensation Plan. Volume requirements, generation bonuses, and leadership bonuses will vary for each Black Diamond rank. See the PURE Prosperity Compensation Plan published on the company website, livepure.com, for complete details.

† Based on 43,530 average IBOs over the 12-month period.

U.S. INCOME DISCLOSURE STATEMENT

OCTOBER 1, 2016 – SEPTEMBER 30, 2017

The income statistics represented in this document are for all active U.S. PURE: People United Reaching Everyone IBOs who were eligible to earn downline commissions during the 12-month period beginning October 1, 2016, and ending September 30, 2017. An “active IBO” is defined as a PURE Independent Business Owner (IBO) who was paid a commission during the 12-month period beginning October 1, 2016, and ending September 30, 2017. IBOs who were inactive during the 12-month period received no income. “Lifetime Rank” is defined as the highest rank an IBO has achieved within the PURE Prosperity Compensation Plan since enrolling with PURE. “Paid Rank” is defined as the rank attained during the weekly commission periods during which an IBO is paid for earning bonuses within the PURE Prosperity Compensation Plan. The average annual income for all U.S. active IBOs during the 12-month period was \$3,466, and the median annual income for all U.S. active IBOs during the 12-month period was \$264. Note that these figures do not represent an IBO's profit, as they do not consider expenses incurred by an IBO in the operation or promotion of his or her business. The figures above refer to gross income (total income before any expenses are deducted). The expenses an IBO incurs in the operation of his or her PURE business vary widely. Expenses for IBOs can be several thousand dollars annually. You should factor in estimated expenses when projecting potential profits. Such operating expenses could include advertising and promotional expenses, product samples, training, travel, telephone and internet costs, and miscellaneous expenses. The income statistics represented in this document include earnings obtained through the PURE Prosperity Compensation Plan, the PURE Rank Bonus Incentive, the PURE Enrollment Bonus Incentive and any other incentives during the reporting period. For complete details on the PURE Prosperity Plan and incentives offered by PURE, visit livepure.com/rewards.

MONTHS WITH EARNINGS

	1	2	3	4	5	6	7	8	9	10	11	12
Number of Active IBOs	1,020	492	345	213	157	135	94	82	61	68	92	396
Percentage of Active IBOs	32%	16%	11%	7%	5%	4%	3%	3%	2%	2%	3%	12%

The figures within this document are not guarantees or projections of your actual earnings or profits. PURE makes no guarantee of financial success. Success with PURE results only from successful sales efforts, which require hard work, diligence, skill, persistence, competence, and leadership. Your success will depend upon how well you exercise these qualities.

This Income Disclosure Statement is not for use in Georgia, Louisiana, Maryland, Massachusetts, Puerto Rico, Wyoming, or other places prohibited by law.