



## Price Decrease Q&A

### What products are affected by the new price decrease and what are the new prices?

- [deodorant with baking soda](#) ~~\$21.95~~ \$16.95
- [deodorant, non baking soda](#) ~~\$21.95~~ \$16.95
- [moisturizing hand soap](#) ~~\$24.95~~ \$13.95
- [moisturizing hand soap refill](#) ~~\$29.95~~ \$25.95
- [baby wash & shampoo](#) ~~\$19.95~~ \$17.95
- [4-piece baby care set](#) ~~\$85.95~~ \$83.95
- [kids wash & shampoo](#) ~~\$19.95~~ \$17.95
- [kids toothpaste](#) ~~\$17.95~~ \$12.95
- [toothpaste](#) ~~\$17.95~~ \$12.95
- [sweet orange shampoo](#) ~~\$19.95~~ \$17.95
- [sweet orange conditioner](#) ~~\$19.95~~ \$18.95
- [sweet orange body wash](#) ~~\$21.95~~ \$17.95
- [sweet orange bar soap](#) ~~\$39.95~~ \$29.95
- [cocoa bar soap](#) ~~\$36.95~~ \$27.95

### Is this just a sale or are these price changes permanent?

This is not a sale. These reduced prices go into effect April 1, 2022, and they're our new in-catalog prices for these products. At this time, we have no plan to change the prices on these items.

### How can pure haven afford to do this?

Three things have allowed us to take this step:

1. We, as a company, are taking less profit on these products in order to align with our mission to make every home a pure haven.
2. The affected products will carry a slightly lower commissionable value.
3. We removed the pump from all moisturizing hand soap to help offset that cost.

### **If you lower CV, does that mean Consultants earn less profits?**

The majority of Consultants will make the same amount of money because the retail commission is not changing. Leaders with large teams could initially see slightly lower team commissions on these products. However, as we make these products more accessible, we anticipate an increase in the number of people who buy them. As more people buy these products, volume will go up and you'll actually generate more team commissions than you are currently generating.

### **Will pure haven still pay retail commissions?**

We will continue to pay full retail commission of 30% on regular orders and 35% on Preferred Customer order.

### **Will the price change impact other products?**

There are a few products with a smaller price adjustment that continue to pay full CV, including:

- Limited release products (may not be priced as low as similar in-catalog items due to their short-term nature)
- 4-piece baby care set (price difference reflects the decreased price for baby wash & shampoo)
- Lifestyle bundle and ultimate non toxic bundle (being discontinued; available with a price adjustment while supplies last)

### **Why didn't you lower the prices on more products?**

We want to make sure we can fulfill our mission to make every home a pure haven. These essential products give us an opportunity to fulfill that mission by offering everyday use products that more people can afford. It's also critical that we protect your business and our direct sales business model. Protecting our prices and CV on other products ensures your success.

Additionally, it's important that you're still able to utilize higher-priced products as Host incentives and gain new starts by offering the discount that comes from joining. It also benefits you to have additional products that you can share with families once they start their toxin-free journey.



### **Why is pure haven only decreasing prices on certain items?**

Our current pricing is in line with our business model. Our business is about relationship building and personal service, and our products must be priced to support a high-touch relationship-based model. However, our essential, everyday products like hand soap, deodorant, and shampoo, were not accessible to price conscious families, which didn't align with our mission to protect families and make every home a pure haven. Lowering the price on family essentials allow us to help more people start and continue their non toxic journeys and avoid the harmful ingredients used by other manufacturers.

### **Will other products be added to this group of discounted items?**

Though we are always considering our pricing strategies, we don't anticipate adding any new products to this group at this time.

### **Pure haven just increased product prices in August 2021. Why didn't the company decrease the prices at that time?**

In August 2021, we made some difficult decisions regarding product pricing based on pending inflation. We were experiencing an increase in costs and anticipated that they would continue to rise. Just nine months later, nearly all companies have followed suit, with inflationary pricing that has surpassed what we anticipated. After making those price changes, we realized that they prevented families from being able to make their homes pure havens and we're taking action toward correcting that.

### **Is the price decrease a reflection of a decrease in product quality?**

Absolutely not! Pure haven remains committed to providing only the safest, most effective products, all made with guaranteed non toxic ingredients so you can feel good about sharing them with your loved ones. Our strict quality controls and strong vendor relationships remain in place.

### **Is the price decrease due to low sales of these items? Are these items in danger of being discontinued? Is this change because the company is struggling?**

The only reason we decided to decrease the prices on these particular items is to help us protect more families. The price decrease does not reflect low sales, discontinuation considerations, or any corporate struggle.



### **How do I explain this to my Customers?**

Please share these amazing prices with your Customers and use this document as a reference for any questions they may have. These new prices are sure to be welcome news in a world that's suffering remarkable inflation rates. You can use these words in your phone calls, emails, and texts:

*Our mission is to make every home a pure haven. To ensure all families have access to top-quality, non toxic products, we've reduced the price of several of our everyday essentials. Check out these awesome new prices and let's chat soon so I can help you get the safe, effective products you need for your family.*

### **Why is pure haven discontinuing the non toxic lifestyle and ultimate non toxic bundles?**

Because these bundles include the essentials affected by the price decrease, they have become somewhat redundant. Discontinuing these bundles helps simplify our product offering and the entry point for Preferred Customer Club.