



Genivita

Affiliate Program & Income Plan

Disclaimer

This document uses the terms "Affiliate", "Certified Affiliate" and "Certified Brand Partner" interchangeably, however, they are referred to collectively herein as "Affiliates". The examples set forth in this brochure are hypothetical examples that are intended to explain the components and operation of the Benivita Compensation Plan. These hypothetical examples are not representative of the income, if any, that a Benivita Brand Partner can or will earn through his or her participation in the Benivita Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings, whether made by Benivita or an Affiliate would be misleading. Success with Benivita results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities. Because Benivita is so young, it has not yet had the ability to determine either: (1) the average earnings for all its Affiliates; or (2) the percent of Benivita Affiliates who achieved or exceeded the hypothetical earnings set forth above. As soon as this information is available, we will provide it on this page.

Please return to the following web page periodically for updated information - www.benivita.com

Introduction

America's healthcare system is collapsing for working-class and multicultural America.

- 100 million Americans have no primary care doctor.
- 84 million are uninsured or underinsured.
- 100+ million live with obesity or chronic disease.
- Health insurance premiums have outpaced wages by over 300%.

Benivita was created to change that.

Benivita is the future of healthcare:

Affordable, Accessible, and Built for
the Real America.



About Benivita

- Benivita is the sister company of Epiq MD, which provides telemedicine services for businesses — serving corporations and small companies across the U.S. Benivita, on the other hand, focuses on helping individuals and families directly, especially those in underserved or often overlooked communities.
- Serves approximately 70 million Latinos, along with African Americans, rural Americans, and others facing systemic healthcare barriers.
- The name Benivita is a play on “benefits” and “life” reflecting the mission to provide benefits for good, health, and a long prosperous life.
- Addresses challenges such as limited access, high costs, and stigmas around professional healthcare and wellness.
- Built on values of honesty and directness to earn trust in marginalized communities.
- Aims to be a trusted, transparent partner offering simple, user-friendly healthcare solutions



Executive Team



Jon P. Guzman **Founder and Chief Executive Officer**

Jon Guzman is a globally recognized entrepreneur and direct sales leader with over 25 years of experience building distribution networks in more than 60 countries. Before entering the direct selling industry, he spent 11 years on Wall Street as an investment banker. Jon has been named among the top 250 income earners in global direct sales and helped scale three companies past \$1 billion in annual revenue.

As CEO of Benivita™, Jon leads affiliate mobilization with the mission of helping one million Americans reverse chronic disease. He also founded Contractors Wholesale Warehouse and Locan Global and holds equity in several successful ventures including Benivita and Open Seas Trading. His leadership blends strategic vision with a service first approach that continues to shape industries worldwide.



Kevin Grimes, Esq.

Co-Founder and General Counsel

With over 35 years of experience, Kevin Grimes is one of the world's leading legal experts in legal and regulatory aspects of direct sales and network marketing. A recognized authority on FDA and FTC law, he has advised some of the industry's most recognized brands—including industry leaders like Herbalife and Melaleuca — through complex legal frameworks in MLM and direct selling.

As General Counsel of Benivita™, Kevin brings strategic insight across legal, compliance, and governance. His commitment to excellence and integrity ensures that

Benivita™ operates on a strong foundation built for long-term impact.



Alejandro Rodriguez Co-Founder and Chief Visionary Officer

Alejandro Rodriguez is a seasoned entrepreneur and visionary leader with over 30 years of experience in the commercial energy brokerage industry. He is the founder of **Stream Energy**, a billion-dollar enterprise that revolutionized how energy services are marketed through direct selling. In addition to Stream Energy,

Alejandro has successfully launched and operated **two thriving direct-selling companies**, earning a reputation for innovation, integrity, and sustainable business growth.

His deep industry expertise and entrepreneurial drive have positioned him as a respected figure in both the energy and direct sales sectors.



Jessica Marie Guzman President

Jessica is a marketing and PR strategist with 20+ years of experience elevating global brands and creating mass visibility across television, fashion, and entertainment. Known for orchestrating campaigns that capture worldwide attention, she has driven brand recognition on some of the most prestigious stages in media.

At **Farouk Systems** and **FHI Heat**, Jessica led international brand integrations and partnerships with *Celebrity Apprentice*, *Miss Universe* (85M viewers), *Fashion Week*, and Hollywood A-list celebrities. Her campaigns also included high-profile collaborations with *Extra at the Movies* (reaching 1.2M hotel rooms) and *One Direction's U.S. tour*, expanding brand visibility to millions across the U.S. and abroad.

Jessica specializes in high-impact partnerships, celebrity and media integrations, and visibility strategies that transform brands into household names.



Donna Marie Serritella Chief Operating Officer

Donna Marie Serritella is the driving force behind Benivita's operations, bringing 30 years of corporate compliance expertise to set the gold standard in Direct Marketing and MLM. Her leadership ensures Benivita consistently operates with excellence, integrity, and precision.

A recognized authority in compensation plan compliance, product registration, and operational strategy, Donna is shaping the future of the industry with innovative solutions that drive measurable success.

Beyond Benivita™, she is the founder and host of **The Direct Selling Show**, a widely respected YouTube podcast where she shares her knowledge and inspires leaders to elevate their performance. Donna's dedication, insight, and vision are paving the way for a new era of growth and impact in direct selling.

Our Solutions



Individual - \$59.95
Monthly Recurring Subscription



Couples (2) - \$69.95
Monthly Recurring Subscription



Family (5) - \$89.95
Monthly Recurring Subscription

Tier 1 Services Included with Subscription

Recuro Health

Virtual Primary Care (18+)
Urgent care 24/7
(All) Mental care (14+)

ManifestRX

Access to hundreds of
medications and 70+ urgent care
medications for free

Teladoc Health (Puerto Rico only)

Urgent Care 24/7
Mental Care
All - At No Cost

Tier 2 Services Included at No Extra Charge But are Provided at a Discount to the Member

Aetna Dental Access

Big Savings at over 300,000* available
dental locations nationwide. Save on
cleanings, X-rays, crowns, root canals
and fillings. In most instances, 10% to
50% per visit.

Lab Testing

10% to 80% savings on test for
allergies, cholesterol levels, thyroid
and more

Diagnostic Imaging

Access to discounted high quality
medical imaging,
gastroenterology services

Coast to Coast Vision

Big Savings at over 20,000* vision
providers nationwide. 20% to 60%
off prescription eyewear including
most frames, lenses and specialty
items. 10% to 30% off exams

Hearing Aids

Complimentary hearing
evaluation, your choice of
discounted products through
Retail Hearing Care

Vida Total

COMING SOON

A circular inset image showing two women in a gym setting, both wearing athletic wear and lifting dumbbells. The woman on the left is wearing a grey sports bra and black leggings, while the woman on the right is wearing a purple sports bra and black leggings. They are both smiling and looking towards the camera.

Vida Total

Individual - \$159.95

Monthly Recurring Subscription

Next-Gen Compensation

Welcome to the future of opportunity with Benivita - a groundbreaking compensation plan that invites you to step into the essential industries of healthcare and wellness.

This isn't just another compensation plan,
It's a chance to align with a mission that transforms lives while offering you the tools to build your own success.

Our next generation hybrid model combines the best of modern affiliate marketing with the proven power of traditional direct sales residual income



It's designed to reward you for what matters most: customer acquisition, teamwork, and creating long-term impact in your community.



Why Partner with Benivita?

Personal Commissions Paid Monthly

Lifetime Value, Lifetime Payouts

Industry-Leading Services

Simple & Seamless Affiliate System

Join the Movement. Earn Monthly for Life of Customer. At Benivita, we believe that your efforts should be rewarded – not just once, but month after month, for the life of every Customer you refer. Our next-generation Affiliate Program is designed for entrepreneurs, influencers, and community-driven leaders ready to transform lives while building lasting income.

With Benivita, you can earn \$5 to \$15 per month, per personal customer, depending on the Service Plan selected. Also, you can earn commissions through 8 levels on the entire community. Whether you're a sales minded go-getter, a community leader, or a national influencer, the opportunity to build a consistent and growing income is limitless.



Let's take a look...

How You Earn

Personal Commissions

Earn every time you refer a new customer. You'll receive a monthly residual commission for each active subscription, for as long as they remain a customer. Personal Commissions are approximately 10% of revenue per month, for the life of the Customer – details are as follows:

Service Plan	Monthly Price	Monthly Commission
Essentials	\$59.95	\$5.00
Plus	\$69.95	\$7.00
Family	\$89.95	\$10.00

Income Examples

These are sample case scenarios dependent upon a Customer mix of Service Plans. Individual results will vary, and there are no guarantees of your success; please refer to our Income Disclosure on Page 2 for more information about compensation.

Scenario	Personal Customers	Monthly Income*	Annual Income*
Go-Getter	25	\$125 - \$250	\$1,500 - \$3,000
Community Leader	200	\$1,000 - \$2,000	\$12,000 - \$24,000
Influencer	500	\$2,500 - \$5,000	\$30,000 - \$60,000
National Leader	2,500	\$12,500 - \$25,000	\$150,000 - \$300,000

Pacto Community Matrix

Every Customer and Affiliate is automatically placed into the Pacto Community Matrix, creating the opportunity for residual income across several generations of Customers. Benivita believes in community building, and this aspect of our Compensation Plan is available to anyone who participates as an Affiliate. There are no extra charges, hidden fees, or "gotchas" when Customers Decide to become an Affiliate.

Monthly Matrix Earnings

(Per Customer, by Level & Plan)

Depending upon each Service Plan, Benivita has designed a dollar amount from each of these Service Plans for each of the levels in the Matrix. These amounts, by depth level are as follows:

Level	Essentials	Plus	Family	Vida Total*
1	\$1.00	\$1.50	\$2.00	\$3.00
2	\$1.00	\$1.50	\$2.00	\$3.00
3	\$1.00	\$1.50	\$2.00	\$3.00
4	\$1.00	\$1.50	\$2.00	\$3.00
5	\$2.00	\$2.50	\$3.00	\$4.00
6	\$2.00	\$2.50	\$3.00	\$4.00
7	\$2.00	\$2.50	\$3.00	\$4.00
8	\$2.00	\$2.50	\$4.00	\$5.00

Pacto Matrix & Personal Commission Income Combined Examples

The following are sample case scenarios dependent upon a Customer mix of Service Plans and feature the compensation based upon 4 different scenarios. These will vary greatly because Benivita pays both Personal Commission and Pacto Commissions, this double-dip component can affect your income greatly. Individual results will vary, and there are no guarantees of your success. Please refer to our income disclaimer on Page 2 for more information about compensation.

Income Scenario:

- Fully Built Matrix
- Personal Referred Sales at .25% of the Total Matrix

Potential

Monthly Income

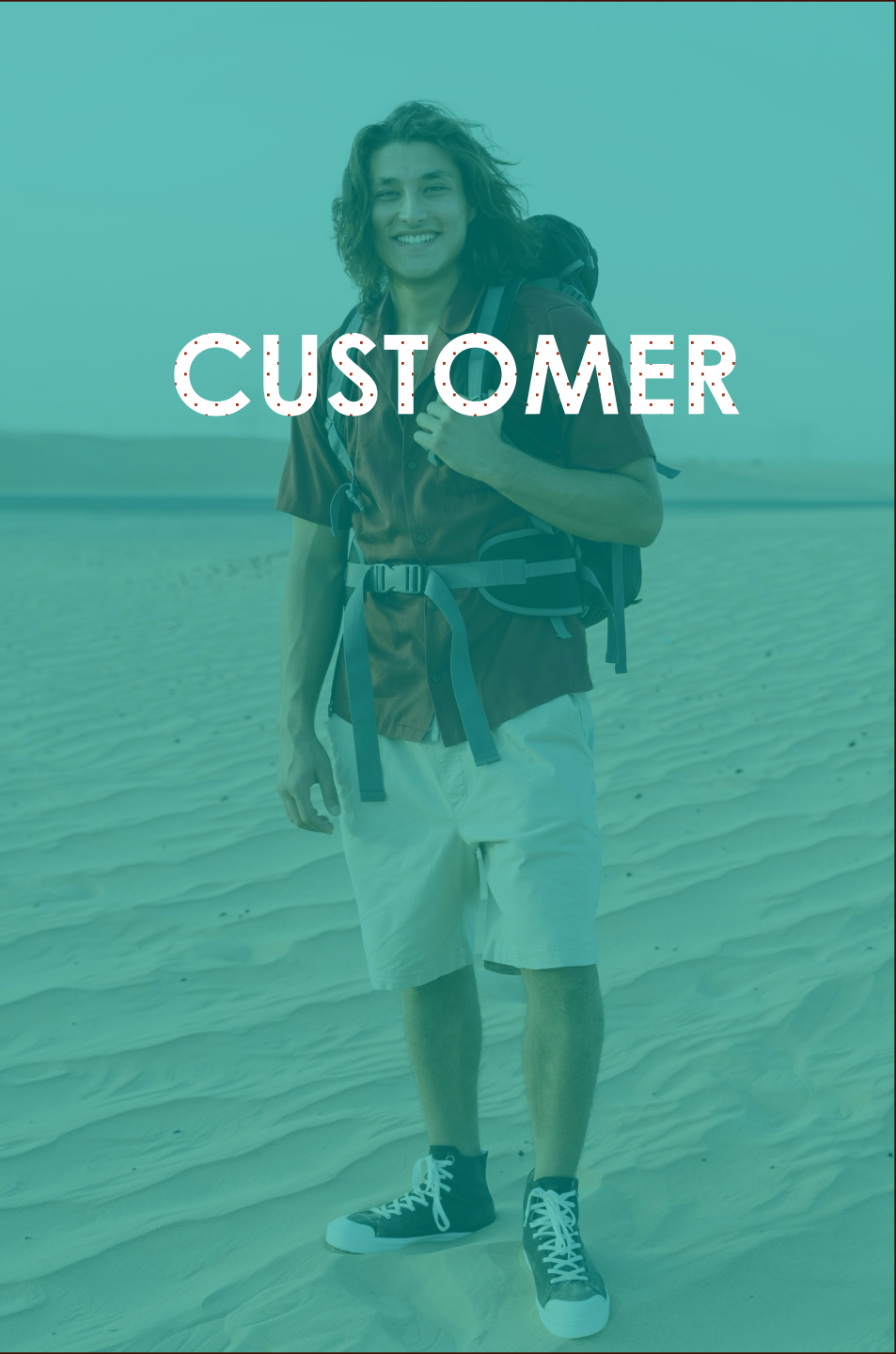
\$10,000 PLUS

Positions	Customers	Essentials	Plus	Family	Vida Total*
Personal (.25%)	25				
Level 1	3	\$1.00	\$1.50	\$2.00	\$3.00
Level 2	9	\$1.00	\$3.00	\$6.00	\$9.00
Level 3	27	\$4.00	\$7.50	\$16.00	\$30.00
Level 4	81	\$12.00	\$24.00	\$48.00	\$87.00
Level 5	243	\$72.00	\$122.50	\$219.00	\$340.00
Level 6	729	\$218.00	\$365.00	\$657.00	\$1,020.00
Level 7	2187	\$656.00	\$1,092.50	\$1,968.00	\$3,064.00
Level 8*	6561	\$1,968.00	\$3,280.00	\$7,872.00	\$11,485.00



*25 customers required to get paid on Level 8

*Vida Total package coming soon



CUSTOMER



AMBASSADOR:

- EARN COMMISSIONS BY ACQUIRING ANY COMBINATION OF 25 PERSONAL CUSTOMERS IN THE FIRST 8 LEVELS.
- PAY \$150 TO JOIN AND AN ANNUAL RENEWAL FEE OF \$49.99.



**Benivita™:
Modern,
Advanced
Care, Rooted in
Putting People
First**

info@benivita.com

<https://benivita.com>

