

**From Latin  
mi hi –  
for myself**



**mihi**  
**just right for me**



**Our motto  
embodies  
our values**

# OUR VALUE



**Quality**



**Eco friendly**



**Innovative approach**



**Relationships**





# QUALITY



## **Own factories**

Elfa Pharm production complex 25 years of experience - 5 factories in the EU and Ukraine



## **Own laboratories**

- 1) at the high-tech Bionanopark in Lodz, Poland
- 2) at the ELFA Farm Complex in Kyiv, Ukraine



## **Exceptional water**

All our products are made with ultra-pure water from our own deep wells, which complies with pharmaceutical standards.



## **Ingredients**

Safe raw materials of natural origin and high-tech ingredients from renowned manufacturers (BASF Germany, KAO Japan and others). More than 80% of our products have vegan formulas.



## **Certificates**

Certified in accordance with ISO 9001:2015 and ISO 22716:2007.



# OUR PRODUCTS



HAIR



WEIGHT  
CONTROL



PERFUME



MAN



HOME



BODY



FACE



HEALTH



MAKE-UP

# OUR PRODUCTS

## TOP 1 CATEGORY

# HEALTH



Fat Burner  
Weight Loss



Detox formula  
(13 Active ingredients)



Energy  
Booster

OUR PRODUCTS  
TOP 2 CATEGORY  
**HOME**



Anti-Grease  
Remove



Glass cleaner



Active cleaner  
foam for shower  
cabin



# OUR PRODUCTS

## TOP 3 CATEGORY

# FACE&BODY



Retinol  
Plant



Body  
Correct



# ECO FRIENDLY

**mihi**  
just right for me



**The best is on the inside!**  
**We put resources into ingredients and formulas,** not in a package



**Less paper – less litter – more living trees:**

- no cartons in most products
- on-line catalog
- reuse of packaging cartons



**Less plastic** – less harmful waste:  
- large capacities  
- concentrated formulas  
- removable dispensers and sprays

**Laconic design and absence of external packaging - cost savings of up to 40%!**





# INNOVATIVE APPROACH

More than a Site



**AI** - will answer  
your questions  
and give advice



for the first  
time in MLM



**your office**  
automatic generation  
of all reports, built-in  
mailing center



**your e-commers  
business** - own  
dropshipping platform



# INNOVATIVE APPROACH



smart selection: AI recommends the perfect addition to your order



More than just shopping



AI analyzes customer purchases



offers individual discounts on products that the customer has previously purchased

# RELATIONSHIPS

## Our Principles: Openness & Trust



Shared Decisions –  
we involve key  
partners in strategic  
development.



Ongoing Dialogue –  
we maintain close  
communication  
with partners.



A simple and clear  
Marketing Plan  
and motivation  
programmes





**Get money  
as a gift**  
for 3 catalogs  
in a row

# START PROGRAM

for new customers

**mihi**  
just right for me



**1**  
catalog

For an order amount  
of 40 euros at the  
catalogue price

**30%** discount on  
first order  
**5,6€** cashback



**Welcome Pack** - set of hit products for special price



**Free sample set**

**2**  
catalog

For an order amount  
of 50 euros at the  
catalogue price

**20%** discount  
on orders  
**10€** cashback

**3**  
catalog

For an order amount  
of 60 euros at the  
catalogue price

**20%** discount  
on orders  
**14,4€** cashback



# PREMIUM CLUB






your unlimited benefits!

for customers



Spend 100 EUR per catalogue period to join and keep your Premium Club membership!

## Your privileges and gifts

-  30% discount on any order
-  50% discount on catalogues
-  Exclusive sets and offers
-  New products from the offered list as a gift for every 3 periods
-  Exclusive accessories + free shipping

# GROW & GET

for partners



- ✓ grow your sales
- ✓ expand your team
- ✓ climb the career ladder



Earn points and  
choose exclusive  
rewards!





# MARKETING-PLAN



- ✔ No points and no hidden coefficients
- ✔ All catalog products count toward remuneration
- ✔ Business by inheritance
- ✔ Family contract
- ✔ Parental Bonus

a simple and clear



# MARKETING-PLAN



LEVEL	PV	PGV	% of remuneration
Customer	0	Up to 100 €	0%
Consultant	25 €	100 € and more	2%
Advisor	25 €	250 € and more	4%
Senior Advisor	25 €	500 € and more	6%
Leader	25 €	1 000 € and more	8%
Senior Leader	25 €	1 500 € and more	10%
Partner	25 €	2 000 € and more	12%
Vice Director	25 €	3 000 € and more	14%
Director	25 €	5 000 € and more	17%



# DIRECTOR STATUS + BONUS



TITLE	NUMBER of DGs	STATUS BONUS
Director	0	1 000 €
Senior Director	0 / 1	500 €
Structural Director	2	2 000 €
Business Director	3	3 000 €
Senior Business Director	4	4 000 €
Elite Director	6	6 000 €
National Director	9	10 000 €
Senior National Director	12	15 000 €
International Director	15	20 000 €
Senior International Director	18	30 000 €
Managing Director	22	50 000 €
Senior Managing Director	26, 5 of which are elite	100 000 €
Director General	30, 10 of which are elite	500 000 €

# MEGA BONUS



## STATUS

## MEGA BONUS

Director	1 000 €
Senior Director	500 €
Structural Director	2 000 €
Business Director	3 000 €
Senior Business Director	4 000 €
Elite Director	6 000 €

**Total**  
**16500 €**

# AVERAGE INCOME PER MONTH FOR DIRECTORS



STATUS	NUMBER of DGs	INCOME, EUR
Director	0	866 €
Senior Director	0 / 1	1 253 €
Structural Director	2	2 230 €
Business Director	3	3 642 €
Senior Business Director	4	7 998 €
Elite Director	6	9 342 €

# INCOME OF OUR TOP LEADERS FOR 2024



Wioletta Bartczak

**77 000+ €**

Elite Director



Karolina Kamińska

**86 000+ €**

Senior Business Director



Fejős Tünde Mónika

**42 000+ €**

Senior Business Director





# INTERNATIONAL CONFERENCES MIHI







# STAR VOYAJE MIHI





**WELCOME  
INTO THE WORLD OF**

**mihi**

**just right for me**

facebook: [mihi.officially](https://www.facebook.com/mihi.officially)  
Instagram: [mihi.official](https://www.instagram.com/mihi.official)  
site: [www.mihi.care](http://www.mihi.care)

