



2016 Starter Kit FAQs

Q. What are the 2016 Starter Kits?

A. There are three incredible options:

- O2 Starter Kit
 - \$189 USD, over \$700 Retail Value (\$229 CAD, over \$900 CAD Retail Value) + FREE 3-day shipping!
 - Includes: 85 Jewelry Pieces + Tools for Success
- Signature Success Kit
 - \$399 USD, over \$1,700 Retail Value (\$499 CAD, over \$2,400 CAD Retail Value) + FREE 3-day shipping!
 - Includes: O2 Starter Kit + 121 Additional Jewelry Pieces (206 total jewelry items) + 250 PV
- Ultimate Jewelry Bar Launch Kit
 - \$999 USD, over \$4,500 Retail Value (\$1,199 CAD, over \$6,200 CAD Retail Value) + FREE 3-day shipping!
 - Includes: O2 Starter Kit + 413 Additional Jewelry Pieces (498 total jewelry items) + 500 PV

Q. What items are included in the 2016 Starter Kits?

A. Here is a breakdown of each kit:

O2 Starter Kit

- Jewelry:
 - 67 Assorted Charms
 - 4 Living Locket® Faces
 - 4 Living Locket® Bases
 - 4 Assorted Chains
 - 2 In{script}ions® Plates
 - 1 Plate
 - 1 Large Window Plate
 - 2 Dangles
- Tools For Success:
 - 20 Take Out Menus
 - 1 Starter Booklet
 - 1 Designer Take Out Menu
 - 12 Thank You Cards + Envelopes
 - 25 Order Forms
 - 5 Jewelry Bar Planners
 - 1 Discount Card for Business Cards via OrigamiOwlTools.com
 - Personal Website + Back Office Access
- Business Supplies:
 - 5 Glass Votives (For Holding Charms)
 - 1 Charm Case
 - 3 Pairs of Charms Tweezers (For Selecting Charms)
 - 4 Fortune Cookies (For Packaging Lockets)
 - 2 Easel Signs (For Jewelry Bar Display)
 - 6 Take Out Boxes

- Packaging:
 - 1 Starter Kit Shipping Box
 - 1 Starter Kit Hex Box
 - 1 Starter Kit Top Tray
 - 1 Starter Kit Hex Riser (For Jewelry Bar Display)
 - 1 Starter Kit Bundle Box

Signature Success Kit

- Jewelry:
 - 148 Assorted Charms
 - 8 Living Locket[®] Faces
 - 1 Lanyard Living Locket[®] Base
 - 6 Living Locket[®] Bases
 - 1 Wrap Bracelet Living Locket[®] Base
 - 1 Twist Over-the-Heart Locket
 - 11 Assorted Chains
 - 4 In{script}ions[®] Plates
 - 2 Plates
 - 3 Window Plates
 - 2 Hoop Earrings
 - 1 Earring Base
 - 1 Earring Drop
 - 1 Stud Earring
 - 10 Dangles
 - 2 Leather Wrap Bracelets
 - 1 Dangle Bracelet
 - 1 In{script}ions[®] Bracelet Accessory
 - 2 Bracelet Accessories
- Tools For Success:
 - 20 Take Out Menus
 - 1 Starter Booklet
 - 1 Designer Take Out Menu
 - 12 Thank You Cards + Envelopes
 - 25 Order Forms
 - 5 Jewelry Bar Planners
 - 1 Discount Card for Business Cards via OrigamiOwlTools.com
 - Personal Website + Back Office Access
- Business Supplies:
 - 5 Glass Votives (For Holding Charms)
 - 1 Charm Case
 - 3 Pairs of Charms Tweezers (For Selecting Charms)
 - 4 Fortune Cookies (For Packaging Lockets)
 - 2 Easel Signs (For Jewelry Bar Display)
 - 6 Take Out Boxes
- Packaging:
 - 1 Starter Kit Shipping Box
 - 1 Starter Kit Hex Box
 - 1 Starter Kit Top Tray
 - 1 Starter Kit Hex Riser (For Jewelry Bar Display)

- 1 Starter Kit Bundle Box

Ultimate Jewelry Bar Launch Kit

- Jewelry:
 - 328 Assorted Charms
 - 14 Living Locket[®] Faces
 - 1 Lanyard Living Locket[®] Base
 - 9 Living Locket[®] Bases
 - 2 Wrap Bracelet Living Locket[®] Bases
 - 1 In{script}ions[®] Living Locket[®] Base
 - 1 Signature Twist Watch Base
 - 2 Twist Over-the-Heart Lockets
 - 6 Classic Hinged Living Lockets[®]
 - 20 Assorted Chains
 - 6 Assorted Chain Accessories
 - 1 Bag Clip Keychain
 - 1 In{script}ions[®] Chain Accessory
 - 5 In{script}ions[®] Plates
 - 6 Plates
 - 4 Window Plates
 - 3 Window Frames
 - 4 Hoop Earrings
 - 3 Earring Bases
 - 4 Earring Drops
 - 6 Stud Earrings
 - 18 Dangles
 - 1 In{script}ions[®] Dangle
 - 6 Leather Wrap Bracelets
 - 3 Dangle Bracelets
 - 2 In{script}ions Bracelet Accessories
 - 4 Bracelet Accessories
 - 6 CORE[™] Chains
 - 3 CORE[™] Bangles
 - 28 CORE[™] Pieces
- Tools For Success:
 - 20 Take Out Menus
 - 1 Starter Booklet
 - 1 Designer Take Out Menu
 - 12 Thank You Cards + Envelopes
 - 25 Order Forms
 - 5 Jewelry Bar Planners
 - 1 Discount Card for Business Cards via OrigamiOwlTools.com
 - Personal Website + Back Office Access
- Business Supplies:
 - 5 Glass Votives (For Holding Charms)
 - 1 Charm Case
 - 3 Pairs of Charms Tweezers (For Selecting Charms)
 - 4 Fortune Cookies (For Packaging Lockets)
 - 2 Easel Signs (For Jewelry Bar Display)
 - 6 Take Out Boxes

- Packaging:
 - 1 Starter Kit Shipping Box
 - 1 Starter Kit Hex Box
 - 1 Starter Kit Top Tray
 - 1 Starter Kit Hex Riser (For Jewelry Bar Display)
 - 1 Starter Kit Bundle Box

Q. I am already a Designer (enrolled before 2/18/16), can I purchase a new Starter Kit? What is the “Changeover Kit”?

A. For a limited time, 2/18/16 through 3/7/2016 at 11:59 p.m. (CST), all Designers will have the option to purchase a “Changeover Kit.” This kit includes everything but the jewelry:

Changeover Kit

- Jewelry:
 - No Jewelry
- Tools For Success:
 - 20 Take Out Menus
 - 1 Starter Booklet
 - 1 Designer Take Out Menu
 - 12 Thank You Cards + Envelopes
 - 25 Order Forms
 - 5 Jewelry Bar Planners
 - 1 Discount Card for Business Cards via OrigamiOwlTools.com
 - Personal Website + Back Office Access
- Business Supplies:
 - 5 Glass Votives (For Holding Charms)
 - 1 Charm Case
 - 3 Pairs of Charms Tweezers (For Selecting Charms)
 - 4 Fortune Cookies (For Packaging Lockets)
 - 2 Easel Signs (For Jewelry Bar Display)
 - 6 Take Out Boxes
- Packaging:
 - 1 Starter Kit Shipping Box
 - 1 Starter Kit Hex Box
 - 1 Starter Kit Top Tray
 - 1 Starter Kit Hex Riser (For Jewelry Bar Display)
 - 1 Starter Kit Bundle Box

Q. When will O2 transition from the current kits to the new kits?

A. Great question! O2 will begin transitioning to the 2016 kits on 2/18/16 at 12:00 p.m. (CST) through 2/25/16. All new kits will begin shipping on 2/25/16.

Q. During this transition, can a new Designer enroll and purchase the kit? When will the kits ship?



A. Absolutely! To avoid any delays, new Designers can enroll anytime during the transition timeframe. The new kits will begin shipping on 2/25/16. So, if a New Designer enrolls between 2/18 - 2/25, their new kit will not begin shipping until 2/25/16.

Q. If I enroll between 2/18 - 2/25, when will be my Enrollment Date?

A. If a new Designer enrolls during the transition timeframe, their Enrollment Date will begin on the day that they enroll with Origami Owl. In other words, the new Designer will have access to the Back Office, their replicated website *and* will be able to begin selling online! For example, if a new Designer enrolls on 2/20/16, her enrollment date will be 2/20/16.

Q. Is there PV on the new kits?

A. Two of the three new starter kits include PV. Here is a quick breakdown:

- O2 Starter Kit: 0 PV
- Signature Success Kit: 250 PV
- Ultimate Jewelry Bar Launch Kit: 500 PV
- Changeover Kit: 0 PV

Q. Why do some kits have PV and others have 0 PV?

A. PV is provided on the additional jewelry items added on the O2 Starter Kit.

- Example A) The Signature Success Kit includes: O2 Starter Kit + 121 additional jewelry items. 250 PV is earned from the additional jewelry items.
- Example B) The Ultimate Jewelry Bar Launch Kit includes: O2 Starter Kit + 413 additional jewelry items. 500 PV is earned from the additional jewelry items.

Q. Are the 2016 starter kits available in Spanish? Canadian?

A. O2 will be offering the 2016 starter kits in English, with Spanish-translated business materials online. There will also be a Canadian version of the starter kits!

Q. What differentiates the English and Canadian starter kits?

A. The only difference is the Canadian version of the Order Forms.

Q. Does Origami Owl offer a Spanish version of the starter kit?

A. Origami Owl will provide a digital version of the business materials translated in Spanish. These documents can be found in your Designer Back Office.

Q. What else is new with the 2016 starter kits?

A. Here is a list of new items and updates:



- **New Packaging:** The 2016 starter comes in our brand new hex box! There is also a top tray with the 5 Simple Steps to creating a locket, and a new hex riser that is perfect for your debut Jewelry Bar!
- **New Starter Booklet:** This guide covers everything from Bella's Story, Your (Designer's) Story, O2 Mission Statement, The 5 Simple Steps to create a Living Locket, everything you need to launch your first Jewelry Bar, and tips to build your business.
- **2 New Easel-Back Signs:** these are a professional addition to every Jewelry Bar setup.
- **Jewelry Bar Planners:** new design!
- **Designer TOM:** For the first time, O2 is providing Designers with a TOM that includes instructions and product knowledge, making any Jewelry Bar presentation a breeze!
- **OrigamiOwlTools.com Discount Card:** New Designers will receive 10% off of their first order of business cards using the coupon code on this sample business card!

Q. Will I get points towards the myO2 Rewards Program?

A. PV earned on the Signature Success Kit and Ultimate Jewelry Bar Launch Kit will go toward achieving Storybuilder, Owlchiever and will count toward your Jumpstart to Owlchiever Program. For more information, please visit the myO2 Rewards page in your Designer Back Office.

Q. What is the myO2 Rewards Program?

A. The myO2 Rewards Incentives + Recognition Program is designed to create consistency and success for your business based on three activities: selling, sponsoring, and developing leaders. It's as easy as 1, 2, 3! For more information, please review the program details under myO2 Rewards in your Designer Back Office.

Q. If I purchase the O2 Starter Kit, will I have enough inventory to hold my first Jewelry Bar?

A. Absolutely! This kit has all of the essentials to get your business off the ground. You will receive 85 jewelry products and Tools for Success (Take Out Menus, Starter Booklet, Thank You cards, signs, order forms, Jewelry Bar Planners, OrigamiOwlTools.com Discount Card) and business supplies (charm case, votives, tweezers and customer packaging). You also have the opportunity to sell from the current Take Out Menu and/or your replicated website!