

**March 26, 2019**

I. We are changing our loyalty program to a reward program effective September 1, 2019

2. We are keeping the core value of the program, meaning the more you spend on services, the bigger the reward. Between September 1st to August 25<sup>th</sup> if you spend the following on services:

- \$4,000 or more, you are classified as a Diamond Reward Member and will receive 10% back of what you spent during that time period in the form of reward points.
- \$2,000 to \$3,999, you are classified as a Gold Reward Member and will receive 5% back of what you spent during that time period in the form of reward points
- \$1,000 to \$1,999 you are classified as a Silver Reward Member and will receive 2.5% back of what you spent during that time period in the form of reward points.

**Examples:**

Julie spent \$3,200 on services between September 1, 2018 to August 25<sup>th</sup>, 2019. Therefore, she will be classified as a Gold Reward Member on September 1, 2019. As a Gold reward member, we will give Julie 5% back of what she spent on services, in the form of reward points. She will receive 160 reward points on September 1, 2019. Each point can be used as \$1.00 toward any future service

Marjorie spent \$4,235 on services between September 1, 2018 to August 25<sup>th</sup>, 2019. Therefore, she will be classified as a Diamond Reward Member on September 1, 2019. As a Diamond reward member, we will give Marjorie 10% back of what she spent on services, in the form of reward points. She will receive 423 reward points on her account on September 1, 2019. Each point can be used as \$1.00 toward any future service. When Marjorie comes in for a treatment after September 1<sup>st</sup>, 2019, she will have 423 points in her account. She can use all or some of her 423 in points to help pay for her treatment. That would be a discount of up to \$423.00, depending on how many points she decides to use that day.

Debbie spent \$1,528 on services between September 1, 2018 to August 25<sup>th</sup>, 2019. Therefore, she will be classified as a Silver Reward Member on September 1, 2019. As a Silver reward member, we will give Julie 2.5% back of what she spent on services, in the form of reward points. She will receive 38 reward points on September 1, 2019. Each point can be used as \$1.00 toward any future service.

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### **Rules and Regulations for the MDA Rewards Program**

Rewards have no cash value. They cannot be transferred, used to pay for services for another client nor can they be cashed in for money or a gift certificate.

Reward Points (1 point = \$1.00) can only be used toward **services**. The amount a client is rewarded is solely based on **money spent on services between September 1 and August 25<sup>th</sup>**.

Clients will be notified via email, during the first week of September, their reward-level classification and the number of points credited to their accounts.

Reward points will expire if the client does not maintain an active account. To maintain an active account, the client must receive at least 1 service over a period of 12 months

Clients will be notified 2 months in advance when at risk of losing their reward points.

Maintaining UP-TO-DATE contact information (including email, phone number and address) is the CLIENT'S RESPONSIBILITY. All Reward Program communication will be through email. If your email is not up to date, we cannot be held responsible for expired points or for failed communication efforts by MD Aesthetics pertaining to the program.

As with our current program, clients who spend less than \$1000 on services during September 1 to August 25<sup>th</sup> period will not receive reward points but can enjoy other special programs that MD Aesthetics offers.