

— milk_shake^{PRO} —

REWARDS 23





Salon

REWARDS PROGRAM

milk_shake is excited to present you with our SALON REWARDS PROGRAM. Designed to reward loyal **milk_shake** customers with support tools that will help your business grow.

Our program will provide your salon with numerous benefits, such as education, free backbar, station products, samples and marketing tools, based on the level of your purchases.

milk_shake

5 easy steps

TO GET REWARDED

1_ Complete and submit your **milk_shake® Salon/Stylist registration form** to your local distributor. You may enroll into the program at any point during a quarter by simply filling out the form. You will be enrolled in the program retroactively from your first purchase of the most current quarter.

2_ Keep a minimum product assortment required* and purchase a **minimum of \$1,500 per quarter** to qualify. It's just \$500 a month! The more you spend the more rewards you get, up to 17% of your total purchases.

3_ At the end of each quarter, after your distributor has verified your purchase history, you will **receive a statement and order form** indicating how much you have spent and the amount of Reward \$ you have earned.

4_ Redeem your rewards for back bar, station products, developers, tools, marketing materials and education. You must redeem all of your product and merchandising rewards dollars within 4 weeks from the end of each quarter by placing a single 'Rewards Order'. Your Education dollars can be carried over from quarter to quarter but no longer than 12 months.

5_ After selecting your free products, **submit the order form** to your distributor and you will receive the products selected with your next order. It's that simple!

*Qualification for BENEFITS

- Retail milk_shake® lines and maintain a minimum of 25 assorted retail products (SKU).
- Use milk_shake® at back bar and offer at least 1 milk_shake® back bar treatment.
- Be in good standing with your **milk_shake®** distributor.

SALON COMMITMENT

Reward Level	Quarterly Purchase Amount	Reward value %
SILVER	\$1,500 - \$2,999 (\$500 - \$999 monthly purchases)	5%
GOLD	\$3,000 - \$4,999 (\$1000 - \$1666 monthly purchases)	7%
PLATINUM	\$5,000 - \$9,999 (\$1667 - \$3333 monthly purchases)	10%
DIAMOND	\$10,000 + (\$3334 + monthly purchases)	12%

For example if you are a 'Diamond' salon spending \$10,000 per quarter, you will accrue \$1,200 rewards dollars.

EXCLUSIVE CONCEPT SALON

Exclusive **milk_shake** salons **get 5% extra** on top of their current rewards value. Salon becomes exclusive IF and WHEN **milk_shake** products represent at least 90% of your shelf space, AND milk_shake® is used exclusively at your back bar and styling stations, AND milk_shake®/No inhibition is your only color brand.

For example, a 'PLATINUM' Salon who normally receives 10% in rewards, will now receive 15%.



milk_shake

B E N E F I T S

Eligible products and accessories

- Free back bar shampoos and conditioners
- milk_shake® or No Inhibition developers
- milk_shake® styling station products
- Free sachets and samples
- Selected marketing and merchandising materials and swatch charts

Education

- Use Education dollars for Education Events, **milk_shake** classes or In-Salon classes.
- Tickets to national and international hair shows and look & learn classes

Check online for special educational events that may be added throughout the year
milkshakehairpro.com



milk_shake



TERMS AND CONDITIONS

- Enrollment has to be approved by the Distributor and z.one concept USA.
- Salon must purchase a minimum of \$1,500 per quarter to remain enrolled. Only quarterly **milk_shake** product purchases paid in full will be eligible for the Reward \$, based on the purchasing level. All rewards must be redeemed within 4 weeks from the end of the calendar year quarter. Education \$ must be redeemed within 12 months.
- Salon must be in good standing with the distributor before reward products will be sent.
- All products received as a Reward are exclusively for use at the back bar and styling stations and not for display or retail under any circumstances. Any violation of this term will result in immediate termination from the program.
- This agreement can be terminated in writing at any time, by either party.



milk_shake

Thank You
**FOR YOUR
BUSINESS**



CONNECT WITH US

 [milkshakehairpro.com](https://www.milkshakehairpro.com)

 [@milkshakehairpro](https://www.facebook.com/milkshakehairpro)

 [@milkshakehairpro](https://www.instagram.com/milkshakehairpro)

 [@milkshakehairpro](https://www.youtube.com/milkshakehairpro)