

## Devoted Creations Salon Bottle Incentive Program

Devoted Creations offers salon incentive for qualified purchases of Devoted Creations products through any of our authorized distributors. To receive your incentive, simply send us the original invoices of your qualified Devoted Creations purchases (please highlight or underline each item) ordered between October 31, 2020 and July 4, 2021. All purchases must be from an authorized Devoted Creations distributor. You must receive delivery of your order prior to submission of the invoice. We will review your distributor order to determine the amount of your payment. Please allow 45 days from August 31, 2021 for processing. Please see client support web access for a breakdown.

### Incentive Policies and Guidelines

A Salon Incentive Form must accompany invoices submitted with an executed W-9 form. A minimum \$75 for bottle spiff, and \$100 for 5 Star incentive is required in order to qualify. Smaller incentive will not be accepted. The invoice must include the following information:

Date  
Customer name or number  
Product names  
Quantity purchased

FINAL deadline to submit invoices and to qualify for a incentive is August 31, 2021. Incentive requests must be received with a completed 2020-21 Incentive Form between July 5, 2020 and August 31, 2021. **No exceptions!!!** Salon and Manufacturer participation is voluntary. For more information please contact Devoted Creations Customer Service at: 1-800-488-5524

### Salon Resources

2021 Business Materials

- Comprehensive Training Manual
- Client Support Web Access
- Anti-Diversion Posters
- Salon Event Kits
- On-demand Trainings
- Personalized Trainings

### Training Manuals:

Our training manuals are designed to support your sales staff and provide them with the knowledge necessary to sell our products. By including a breakdown of key terminology, and frequently asked questions, our training manuals have become the tool of choice for many salons throughout our industry. The Devoted Creations Product Training Manual describes each product within the following categories.

1. Features (Quick details on the product)
2. Benefits (An in-depth description of the key ingredients)
3. Key Selling Statement (A selling example)
4. Product Action (Basic information)

### Distributor Symposiums:

Cost: Check with your distributor

Many distributors host trade show style symposiums where you and your staff can attend to gain product knowledge and selling techniques. These symposiums have proven to be extremely beneficial to a salon's business. Reach out to your distributor for show dates and locations.

### Client Support Web Access:

The client support section on our website gives you access to all things Devoted. Please call our office to receive a user name and password. You will be given access to product images, product fact sheets, power point presentations, online training videos, in-room advertising images, model images, logos, salon promotional materials, price guide, training books and incentive programs.

### Salon Event Kits:

At Devoted Creations we support our salon partners by rewarding them with Salon Event Kits. These kits are designed to assist owners market their salons through customer appreciations, anniversaries and free tan weekends. Salon Event Kits include various posters, packets and literature. \*items may vary\*

# 2021 FIVE STAR DIAMOND PROGRAM

TANOVATIONS™

Ed Hardy®  
Tanning

SELFIE®  
Glow Sunless

Hemp IQ®  
PURE HERBAL EXTRACT BLEND

Sunnies

PODZ®  
EYEWEAR  
"Protecting the World's Most Beautiful Eyes"

COSMO SUN  
by COSMOPOLITAN

LUCASOL™

devoted  
creations®  
TANNING SKINCARE

## Devoted To YOUR Success

### A Salon Owners Guide to Our Loyalty Programs

Since 2004, Devoted Creations has been dedicated to providing tanning salons with high quality tanning products. We pride ourselves on offering a complete and diverse product mixture designed to meet the needs of all salon clientele.

We guarantee that our products contain only the finest and freshest ingredients, as we are directly involved in every step of product formation, from the initial concept to the final manufacturing. In fact, we are a unique company because we design, develop, test, manufacture, label, and bottle all products in-house. Even our bottles and packets are manufactured in our own factories. Manufacturing all of our own products allows us to ensure the highest level of quality control and allows us to provide the freshest possible products to our clients.

Devoted Creations provides the very finest in aloe vera based products. Our customers deserve the choice of a higher quality moisturizing based product than the standard water based lotions most commonly found in our industry. We are continually working with major cosmetic companies to better formulate products. Our chemist is often found in laboratories throughout the world working hand in hand with ingredient suppliers developing the most effective and cutting edge products.

devoted  
creations®  
TANNING SKINCARE  
1-800-488-5524  
www.devotedcreations.com

TANOVATIONS™  
1-877-215-5335  
www.tanovations.com

PODZ®  
EYEWEAR  
"Protecting the World's Most Beautiful Eyes"  
785-536-3393  
www.podzeyewear.com

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## The Devoted Difference Salon Education

We believe that successful salon consultants are the ones who are given all of the proper tools necessary to do their job. A major component of this is the quality of our training. Education is the key to success in any field, and knowledge is power! Devoted Creations offers both personalized In-Salon and web-based trainings to meet the demands and time schedules of your salon. What makes our trainers unique is all of our training staff has salon and management level backgrounds. This allows our training sessions to be more customizable, based on the needs of your salons from the experience of our training staff.



The Five Star Diamond Salon Program offers our salon partners an opportunity to receive up to an additional ten percent (10%) cash back incentive on qualifying purchases. This membership program is free and adds to our already aggressive Bottle SPIFF Program. The Five Star Diamond Salon Program consists of three parts.

The first part provides a six (6%) percent cash incentive for all purchases of Devoted Creations, Ed Hardy & Tanovations skin care products as detailed below. The second part adds an additional two (2%) percent for the co-op advertising part of our Program. The third part adds an additional two (2%) percent if all purchases of eyewear and acrylic cleansers are Lucasol, Podz and Sunnies brand products.

The basic Five Star Diamond Salon Program only has three requirements to qualify after you join:

1. At least seventy-five percent (75%) of all salon lotion purchases must be Devoted Creations' brands (Devoted Creations, Ed Hardy and Tanovations).
2. The salon must select **one** Devoted Creations' authorized distributor for all program purchases (*purchases from other sources or multiple distributors will not qualify for the program*);
3. The minimum qualified cash incentive within this program must be at least \$100 to receive any incentive on all qualifying purchases.

To qualify for an additional two (2%) percent for co-op advertising Devoted Creations' brands the salon:

1. Must first qualify under part one of the Five Star Diamond Salon Program.
2. All website, social posts and email blasts related to the promotion and/or marketing of the salon must include the Devoted Creations logo exclusively.
3. Salon must exclude all competing brands in their advertisements.

For a salon to receive an additional two (2%) percent incentive the Salon must purchase all (100%) of its eyewear and acrylic cleanser purchases in Podz, Sunnies and Lucasol brand products.

1. Must first qualify under part one of the Five Star Diamond Salon Program.
2. Salon must exclude all competing brands from their eyewear and acrylic cleanser purchases.

For a salon to participate in the Five Star Diamond Salon Program, simply sign-up with an authorized Devoted Creations distributor. You will receive your welcome kit after you place your initial order of at least \$250 per store. Our Five Star Diamond Salon Program Welcome Kit consists of:

- 1- 3x5 Devoted Creation's Salon Welcome Mat
- 5- Wall Posters
- 1- Packet Counter Display
- 1- Counter Bottle Display
- 1- Marketing USB Drive
- 4- DC Drink Koozies
- 4- DC 44oz Bell Yard Cup
- 10- DC Lotion Bags
- 4- Podz® Eyewear

*\*Items May Vary\**



### Web-based Product Trainings:

Cost: Included

Throughout the year we offer web-based training sessions. These sessions review all new products and can last up to one hour. They are a fun and convenient way to get your staff trained! Days and times vary from week to week so that we are able to best accommodate everyone's schedules. During new product launches and busy season, more sessions are available each week. These sessions are live and interactive.

### "On Demand" Trainings:

Cost Included:

By logging into the "Client Support Section" of our website, salon employees can access instant training videos available on each product. This feature is available 24 hours a day, 7 days a week, 365 days a year!

### In Salon Product Training or Interactive Training Center

Cost: Included

In-salon/interactive product trainings are a valuable part of our training program. One of our highly qualified trainers will work with you to schedule a date and time to coordinate an In-Salon training or live interactive training for your employees on lotion basics and the Devoted Creations product lines. Training sessions typically last up to 2 hours and can be customized to best suit the needs of your salon. Our goal is to make these sessions fun and highly informative. It is advised that you coordinate with our trainer in advance to assure the desired material is covered. In addition, all employees attending the training session will receive product samples and have the chance to win prizes for their participation during the session!

For salons that have purchased \$2500 in Devoted Creations/Tanovations products and maintain a 75% shelf presence or greater :

- Salons with 1 – 4 locations are offered 1 salon training per year
- Salons with 5 – 15 locations are offered 2 salon trainings per year
- Salons with 16+ locations are offered 3 salon trainings per year

## Five Star Diamond Salon Program Acceptance Form



Salon Name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_ Website: \_\_\_\_\_

Number of Beds \_\_\_\_\_ Number of Salons \_\_\_\_\_

Salon Distributor \_\_\_\_\_ Sales Rep \_\_\_\_\_

Instagram \_\_\_\_\_ Facebook \_\_\_\_\_

Twitter \_\_\_\_\_ Tiktok \_\_\_\_\_

Youtube \_\_\_\_\_

### Five Star Diamond Salon Program:

#### Part One (purchase requirements to qualify for six percent (6%) cash back incentive):

1. At least seventy-five percent (75%) of all salon lotion purchases must be of the Devoted Creations' brands (Devoted Creations, Ed Hardy and Tanovations).
2. The salon can only submit purchases made through their selected authorized Devoted Creations distributor.
3. The minimum qualified cash incentive within this program must be at least \$100.

#### Part Two (co-op advertising requirements to qualify for an additional two percent (2%) cash back incentive):

1. The salon must first qualify under part one of the Five Star Diamond Salon Program.
2. All websites, social posts and email blasts related to the promotion and/or marketing of the salon must include the Devoted Creations' logo exclusively to any other lotion brands.

#### Part Three (Eyewear and Cleanser purchases adds an additional two (2%) percent cash back incentive)

1. The salon must first qualify under part one of the Five Star Diamond Salon Program
2. All salon purchases of eyewear and acrylic cleansers are in Lucasol, Podz and Sunnies brand products

Terms and Conditions: This Incentive Form must be submitted by the undersigned salon owner to qualify for the Devoted Creations, Inc. Annual Incentive Program. The qualifying period is for purchases occurring between October 31, and July 4, . The undersigned attests that all of the information provided and invoices attached are true and accurate. The undersigned acknowledges that Devoted Creations, Inc. retains the right to 1. Authenticate all information contained on this form, 2. Qualify the salon purchases with its above listed distributor, 3. Verify compliance with this program. 4. This is an incentive for the salon to continue to purchase Devoted Creation's products payment requires the salon to be operating as a salon business at the time of payment, with the same ownership, and **5. ALL INFORMATION MUST BE PROVIDED DIRECTLY FROM A SINGLE AUTHORIZED PARTICIPATING DEVOTED CREATIONS DISTRIBUTOR.** The undersigned verifies that this is the only request filed for the qualifying period. If any information contained in this request is false or inaccurate, Devoted Creations may void this incentive offer. All submissions must occur between July 5, and August 31. Salon acknowledges that this offer is void where prohibited by law, and represents that this request is lawful. This Acceptance Form must be executed prior to the first qualifying purchase. Devoted Creations reserves the rights to revise, update or change this program at any time. Please see the website for any updates in the future.

\_\_\_\_\_  
SIGNATURE OF SALON OWNER

Date: \_\_\_\_\_

\_\_\_\_\_  
Print Name and Title

Please send incentive form with qualified invoices and W-9 form\* to:

**Devoted Creations, Inc.**  
**Attn: 5 Star Diamond Salon Program**  
**3874 Tampa Road Oldsmar, FL 34677**  
**Fax # 813 855-7907**  
**Email: Support@devotedcreations.com**

\*Devoted Creations, Inc. requires all salons participating in any salon program to submit a W-9 form with submission of the 5 Star Diamond acceptance form. To obtain a W-9 form, go to <http://www.irs.ustreas.gov/pub/irs-pdf/fw9.pdf?portlet=3> or contact Devoted Creations.

