



Salon Loyalty & Rewards Program

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Introduction

To Our Valued Organic Salons,

At Organic Salon Systems our customers are valued above all else. We know that without your continued support our goal of changing the salon industry for the better would be more difficult. Providing you with healthier and safer professional products to use and retail to your clients is what we're all about. The bigger commitment that you can make to this endeavor means the more committed that we can become to your individual salon business.

That is why we have launched this innovative Salon Loyalty & Rewards Program! This initiative will help us to build lasting partnerships by helping educate you and giving you the business acumen to enable your salon to grow and prosper! Like other salon industry programs we have included some standard stuff like education vouchers and in-salon events. But because we are a different kind of company we have decided to make our rewards, well, rewarding. Beneficial to your bottom line! Who else in the industry will develop a personal marketing strategy for your salon, or even build and host a website for you? And that is only the beginning!

Read through this document to get to know this exciting, one of a kind, salon loyalty and rewards program. If you have any questions or would like more information please don't hesitate to contact us.

Here's to a bright future!



Grace Murphy
Client Services Director
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Salon Loyalty Levels & Rewards

	1 Silver	2 Gold	3 Platinum	4 Diamond
Quarterly Spend	\$1,000 - \$3,999	\$4,000 - \$6,999	\$7,000 - \$9,999	\$10,000 - \$12,999
Points Per Dollar	10	20	30	40
Annual Premium Educational Vouchers	1	2	3	4
Annual Premium Consulting Hours	0	0	5	10
Access to Pro Tech Tips	Yes	Yes	Yes	Yes
800# Client Referrals	Yes	Yes	Yes	Yes
"Salon Liaison" Client Referrals	Yes	Yes	Yes	Yes
24/7 Access to Video Education	Yes	Yes	Yes	Yes
Annual In-Salon Education Event	0	0	1	1
Salon Marketing Development Plan	No	Yes	Yes	Yes
Annual Business Development Hours	0	5	10	15
Custom Designed Salon Website	No	Yes	Yes	Yes
Pro Search Engine Optimization	No	No	Yes	Yes
Annual Press Releases	0	1	2	3

	5 Delegate (2 Diamonds)	6 Diplomat (3 Diamonds)	7 Ambassador (4 Diamonds)	8 Partner (5 Diamonds)
Quarterly Spend	\$13,000 - \$18,999	\$19,000 - \$24,999	\$25,000 - \$30,999	Over \$31,000
Points Per Dollar	50	60	70	80
Annual Premium Educational Vouchers	5	6	7	8
Annual Premium Consulting Hours	15	20	25	30
Access to ProTech Tips	Yes	Yes	Yes	Yes
800# Client Referrals	Yes	Yes	Yes	Yes
"Salon Liaison" Client Referrals	Yes	Yes	Yes	Yes
24/7 Access to Video Education	Yes	Yes	Yes	Yes
Annual In-Salon Education Event	2	2	3	4
Salon Marketing Development Plan	Yes	Yes	Yes	Yes
Annual Business Development Hours	20	30	40	50
Custom Designed Salon Website	Yes	Yes	Yes	Yes
Pro Search Engine Optimization	Yes	Yes	Yes	Yes
Annual Press Releases	4	5	6	7
Annual Cooperative Advertising Budget	\$1,000	\$1,150	\$2,000	\$2,500
Regional Educational Dir. Nominations	0	1	2	3
Annual Client Appreciation Event	\$500	\$1,000	\$1,500	\$2,000



Salon Rewards

Our rewards and commitments to your salon are second to none! Many are industry standard, while many have never been offered before. Not only do we bring you unique natural products, but also fresh ways that we can help your business grow and ultimately flourish.



Points Per Dollar

The amount of points that will be rewarded for each dollar spent with Organic Salon Systems will increase as a client's loyalty level increases. Purchases made prior to the level adjustment will not be retroactively assessed and will have earned points based on the reward level of the client at the time of purchase.



Premium Educational Vouchers

Educational vouchers can be redeemed for any Organic Salon Systems classes or Organic Salon Systems sponsored classes in any city around the country. Salons using reward vouchers will receive premium registration for the class and be provided with priority placement and individual instructor time.



Premium Consulting Hours

Premium consulting hours comprises a wide range of services from Organic Salon Systems staff including salon development projects, marketing and advertising projects, customized retail planning, professional development planning, and promotional strategies.



Access to Professional Tech Tips

Organic Salon Systems publishes Technical Tips on a regular basis and makes these tips available via email and on our websites. These Technical Tips are useful insights into unique approaches to exploring the creative reaches of our products.



Salon Rewards (continued)



800 # Client Referrals

We receive an increasingly high volume of inbound consumer inquiries about our products daily. We regularly refer these clients to established Organic Salon Systems salons that are using our products. Higher loyalty levels and participation in education initiatives are both good indicators of product mastery and have an impact on salon selection for referrals.



“Salon Liaison” Client Referrals

Our Salon Liaison program is designed to put salon professionals in direct contact with consumers interested in our products. Loyalty clients will have priority referral access to our Salon Liaison program.



24/7 Access to Video Education

As an Organic Salon Systems client, you will have access to a vast array of online educational videos easily accessed through your Internet Browser and at your convenience.



In-Salon Education Event

While Organic Salon Systems acclaimed education program is highly effective and well known for its unique approach to salon professional education, in-salon educational events provide the opportunity to customize your education objectives to your salon's specific needs, delivered directly to you and your staff at your salon.



Salon Marketing Development Plan

Organic Salon Systems has a comprehensive staff of both business and salon professionals that have decades of experience in a wide range of marketing and advertising strategies. We will eagerly work with you to tailor a marketing plan that guides your salon toward substantially increasing your client base using proven techniques that are customized with your specific demographic targets and goals for growth.



Salon Rewards (continued)



Business Development Hours

While a custom Salon Marketing Development Plan will provide a great roadmap to success, it is not the only necessary step toward building a world-class salon business. Organic Salon Systems Business Development Managers, with advanced business degrees from top national programs and years of Fortune 100 consulting experience, will work with you directly in developing a comprehensive salon business plan complete with demographic analysis, key performance metrics, goal development, feasibility studies, ongoing SWOT analysis, benchmark group identification, and best practice gap analysis. Business Development hours can also be used for any research, analysis, or competitive review such as policy and practice review, developing and providing management forms, developing effective staff recruitment, hiring, both staff and client retention, and incentive programs, or any such related business function that your salon may want insight into.



Custom Designed Salon Website

Organic Salon Systems has a team of experienced website designers and developers who will assist you in creating a custom website which you will be proud to have representing your salon business online. Design, development, and hosting are fully paid for by Organic Salon Systems, while the optional online scheduling module, may require a separate monthly fee from the scheduling provider.

Websites functionality includes

- Customizable pages with a simple, easy to use web interface allowing you to make changes and additions to your site whenever needed.
- Online Scheduling integration so clients can book their appointments with you online.
- Customized text messaging integration.
- Full ecommerce implementation with your eBay account so you can sell your retail products on your website.
- Tier-one hosting with unlimited bandwidth and unlimited storage.
- A premium “.com” domain name.
- Unlimited email accounts for you and your salon staff.



Salon Rewards (continued)



Professional Search Engine Optimization

Having a great website is wonderful, but it is much more effective when people can find it in the major search engines so that existing and potential clients can actually visit it. Our professional search engine optimization service will help your website get more exposure in search engines like Google, Yahoo, MSN, Bing, and Ask.



Annual Press Releases

Organic Salon Systems maintains subscriptions with premium newswire providers and regularly distributes press releases throughout the world to thousands of specialized news outlets. Learning about our loyalty clients' salon businesses enables us to identify newsworthy events and provide your business with the public relations it deserves.



Cooperative Advertising Allowance

We are as passionate about our products and services as you are! If you're already spending money advertising your salon and using our logo or products in the ad, then we will help subsidize your advertising spend. Select loyalty levels will be provided with a 25% reimbursement on co-op advertising that we approve, up to a certain accumulated annual dollar maximum.



Regional Educational Director Nominations

We want to make sure that our most loyal clients have the opportunity to provide input that shapes our companies future and educational programs. These clients will be able to nominate Regional Education Directors from their salons who can take part in specialized training, editorial events, new product selection, regional class education, and more!



Client Appreciation Event Allowance

It is our belief that the best way for us to grow our business is to help *your* salon grow. Each year, we will sponsor a cash allowance towards your salon's Client Appreciation for your best customers. Our proven "Invite a Friend" program will make this special event an effective way for you to double your client base.



Program Terms & Conditions

By participating in this Salon Loyalty & Rewards Program as an active Organic Salon Systems client you agree to the following terms and conditions. For questions please contact our Client Services Director, Grace Murphy at 1-888-213-4744 ext. 201.

- 1. Administration and Responsibility:** In general, Organic Salon Systems Client Services Director will be responsible for the administration of the program with oversight of Organic Salon Systems CEO and CFO.
- 2. Quarterly Spend:** To qualify for advancement into a higher level, a salon either has to (1) demonstrate two consecutive quarters of spend above the minimum amount for that level; or (2) be selected by Organic Salon Systems Director of Client Services as a growth candidate and currently be working with the Organic Salon Systems client services group to achieve and maintain quarterly spends above the target level's minimum.
- 3. Level Adjustments:** Level adjustments will be made on or before the 10th business day after the end of each quarter. Clients whose levels change will be notified by our Client Services Director or a member of the team.
- 4. Value of Points:** Points are not redeemable for cash and have no cash value.
- 5. Point Expiration:** Points will expire one year from the date they are issued.
- 6. Point Redemption:** Points must be redeemed online through your account at <http://www.OrganicSalonSystems.com>. In general, points can be redeemed for any products sold by Organic Salon Systems with the exception shipping, promotional packages and special client offers. Most salon products loyalty point programs only allow clients to redeem points for education, while very few others allow for redemption of points for back-bar and retail products. Organic Salon Systems is unique in that we allow clients to redeem earned points for color, treatments, and product purchases.
- 7. Point Adjustments:** Organic Salon Systems maintains the rights to make point adjustments to any account based on account performance factors which may include, but are by no means limited to, product returns, negotiated discounts outside the loyalty program, the client salon becoming insolvent or bankrupt, or unpaid balances which have been deemed uncollectible. Adjustment determinations will be made in Organic Salon Systems sole discretion.
- 8. Annual Rewards:** Annual rewards will not be redeemable until the client has demonstrated 3 consecutive quarters of spend that meets the minimum requirements for that level. However, clients can redeem annual rewards commensurate with the lowest level at which they met the minimum spend requirement during the previous 3 consecutive quarters.
- 9. Redemption for Events, Hours and Services:** Annual Premium Consulting Hours, Annual In-Salon Education Event, Salon Marketing Development Plan, Annual Business Development Hours, Custom Designed Salon Website and Pro Search Engine Optimization are all subject to Organic Salon Systems staff and contractors schedule and availability.



About Organic Salon Systems



Organic Salon Systems, headquartered in Palm Harbor Florida, has been serving the professional salon industry since 2003. The Company provides salons with the highest performance products that maximize the use of gentle, nourishing, organic, and natural ingredients while minimizing the necessity for harsh or damaging chemicals. The company is the exclusive marketing and distribution company for several more natural and organic professional salon product lines including Organic Color Systems and KeraGreen throughout the United States and Canada.

Organic Color Systems is a revolutionary full range of professional salon products including our tightly integrated color, curl, care, and connect lines. KeraGreen is a full range of innovative, formaldehyde-free, organic keratin treatments exclusively for salon professionals.

Organic Salon Systems offerings also include other complimentary products, education, advisory, and consulting services. For more information or to place an order, please visit <http://www.OrganicSalonSystems.com> or call (888) 213-4744.

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