

Guide for Advertising Promotions & Programs

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Please email distributorcontrol@eminenceorganics.com if you have any questions regarding this document.

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Promotion 1: Product Bundle

- Spa Partner Benefit: Increase retail sales
- Details: 2 or more specific, predetermined Eminence products sold together as a bundle
- Retail Customer Benefit: Purchase specific Eminence products together to experience a savings
- Related Example: See image below



Step 1: Determine the value of your Bundle by adding the **retail** (MAP) price of each product together:

Acne Advanced Cleansing Foam \$49
+ Acne Advanced Clarifying Masque \$65
+ Acne Advanced Clarifying Hydrator \$69
Total retail price of the products = \$183

Step 2: Calculate the maximum savings you can offer. Bundle savings can be no more than 25% of the total value of the individual items:

$\$183 \times 25\% = \45.75
i.e., the price of the bundled set cannot be reduced by more than \$45.75

Step 3: Determine the price of the bundle:

Total retail price of the products – savings = price of the bundle
e.g., Eminence *could have* offered this bundle at a full 25% savings ($\$183 - \$45.75 = \$137.25$)
Eminence *chose to* offer this bundle at a 20.7% savings ($\$183 - \$38 = \$145$)

Step 4: Determine if any restrictions apply:

- If your promotion includes any other incentives, the total combined savings can be no more than 25% of the total value of the individual items

Step 5: Create the offer (including any applicable Retail Customer restrictions).

"Eminence Organics Acne Advanced Treatment System Price \$145 (\$183 Value)"

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Promotion 2: Gift with Purchase

- Spa Partner Benefit: Increase retail sales
- Details: A complimentary Eminence product when purchasing 2* or more specific Eminence products
- Retail Customer Benefit: Purchase specific Eminence products & receive a Gift with Purchase
- Related Example: See image below

GIFT with purchase

Purchase the Stone Crop Cleansing Oil and the Stone Crop Whip Moisturizer and receive a **complimentary** full-size Stone Crop Hydrating Mist!

WHILE SUPPLIES LAST



Step 1: Determine the products you'd like to feature. In this example Stone Crop products are featured and the Stone Crop Hydrating Mist valued at \$38, is the GWP (Gift with Purchase).

Step 2: Calculate the combined retail value, including the GWP (Stone Crop Hydrating Mist).

Stone Crop Cleansing Oil \$59
+ Stone Crop Whip Moisturizer \$69
+ GWP = Stone Crop Hydrating Mist \$39
Total retail price of the products = \$167

Step 3: Determine the price the Retail Customer will pay:

Total retail price of the products – retail price of the GWP = price the Retail Customer pays
e.g., \$167 – \$39 = \$128 (23.3% savings)

Step 4: Determine if any restrictions apply:

- If your promotion includes any other incentives, the total combined savings can be no more than 25% of the total value of the individual items

Step 5: Create the offer (including any applicable Retail Customer restrictions).

“Purchase the Stone Crop Cleansing Oil and Stone Crop Whip Moisturizer and receive the Stone Crop Hydrating Mist for free (\$39)”

**Eminence, at its discretion, may create a promotion & marketing materials that allow Retail Customers to receive a GWP with the purchase of a single Eminence Retail Product – only in these circumstances should a GWP be rewarded for the purchase of a single product*

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Promotion 3: Gift with Purchase (when minimum dollar & quantity thresholds achieved)

- Spa Partner Benefit: Increase retail sales
- Details: Complete a purchase with a minimum dollar amount, and a minimum of 2 products, and receive a complimentary product
- Retail Customer Benefit: Receive a Gift with Purchase when minimum order dollar threshold and minimum quantity thresholds have been met or exceeded
- Related Example: See image below



Step 1: Determine the product you'd like to give as the gift to Retail Customers. In this example the Retail Customer can receive the Eminence Organics Eight Greens Phyto Masque valued at \$59.

Step 2: Determine the minimum amount the Retail Customer must spend to receive their free Gift with Purchase, keeping in mind that the total combined savings can be no more than 25% of the total value of all the individual items (including the GWP). The minimum order amount must always be based on purchasing a minimum of 2 Eminence Organics products.

Minimum order threshold (2 or more products): \$195 (*before taxes & shipping*)

+ GWP Full Retail Price: \$59

Total Combined Retail value = \$254

Step 3: Confirm the full retail price of the GWP is no more than 25% of the total combined retail value:

e.g., $\$59 / \$254 = 24.7\%$

Step 4: Determine if any restrictions apply:

- If your promotion includes any other incentives, the total combined savings can be no more than 25% of the total value of the individual items
- The minimum order amount must always be based on purchasing a minimum of 2 Eminence Organics products

Step 5: Create the offer (including any applicable Retail Customer restrictions).

*"Receive an Eminence Organics Eight Greens Phyto Masque as a gift when you purchase a minimum of \$195 of Eminence Products**"*

***Order must include a quantity of 2 or more Eminence Organics products*

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Promotion 4: Gift with Purchase Utilizing Business Building Rewards (BBRs)

- Spa Partner Benefit: Increase retail sales
- Details: Receive a complimentary Eminence Travel Size product with the purchase of any two Eminence products
- Retail Customer Benefit: Purchase Eminence products & receive a Travel Sized Gift with Purchase
- Related Example: See image below

Limited Time OFFER

Buy any two retail Eminence products
of your choice and receive a **complimentary**
travel-size Snow Mushroom & Reishi Masque.

PLEASE ASK FOR DETAILS.



While quantities last. No substitutions. Valid in North America only.



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Step 1: Determine the offer that will be advertised to Retail Customers. In this example the Spa Partner is using the BBRs they received in April 2023.

Step 2: Review the following requirements for advertising BBRs

- The Retail Customer must purchase a minimum of any two Eminence Retail Products
- BBRs must be called out as 'travel sized' in all advertisements
- As BBRs are not available for resale, the BBRs do not have an assigned retail value; therefore, the value of the BBRs cannot be stated in any promotional material

Step 3: Create the offer (including any applicable Retail Customer restrictions).

"Buy any two Eminence Retail Products of your choice and received a FREE travel size Snow Mushroom & Reishi Masque"

Additional information:

- *BBRs can also be used as rewards for booking and receiving an Eminence treatment.*

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Promotion 5: Gift Towards Purchase

- Spa Partner Benefit: Increase retail sales
- Details: Complete a purchase today (minimum 2 products) & receive 'rewards' on next purchase
- Retail Customer Benefit: Rewards for repeat purchases
- Related Example: See image below



Step 1: Determine if you will be running this promotion through your spa's e-commerce platform or in-spa.

- If promotion is being run through your e-commerce platform, ensure that your e-commerce platform can create a computer-generated single-use code (randomized alphanumeric code) where each code can never be used more than once in the checkout path.
 - **NOTE:** If your platform is unable to create this single-use code then you will be unable to offer this type of promotion with Eminence products because non single-use codes would allow multiple Retail Customers to redeem this reward multiple times without necessarily taking any action, which would break the spirit of Eminence's MAP Policy.
- If promotion is being run in-spa, or the Retail Customer is redeeming the gift towards purchase in-spa, a computer-generated single-use code is not required.

Step 2: Determine the threshold you will require Retail Customers to spend in order to receive a *Gift Towards Purchase*

Step 3: Determine the value of the Gift. The Gift must align with the spirit of Eminence's MAP Policy and cannot represent more than 25% of the total combined value.

Minimum order threshold (2 or more products): \$150 (*before taxes & shipping*)

+ Gift Full Price: \$50

Total Combined Retail value = \$200

Step 4: Confirm the value of the Gift is no more than 25% of the total combined value.

e.g., \$50 / \$200 = 25%

Step 5: Determine if any restrictions apply.

- The minimum order amount must always be based on purchasing a minimum of 2 Eminence Organics products
- If your promotion includes any other incentives, the total combined savings can be no more than 25% of the total value of the individual items

Step 6: Create the offer (including any applicable Retail Customer restrictions).

"Purchase \$150 of Eminence Organics products and receive a promo code that will unlock \$50 worth of savings on your next purchase. Conditions apply"*

**Purchase a minimum of 2 Eminence Organics products*

**Single use promo code*

**Gift savings through promo code valid between <start-date to end-date>*

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Promotion 6: Rewarding Retail Customers for responding to an online 'Call to Action'

- Spa Partner Benefit: Increase Retail Customer engagement with your business
- Details: Responding to an advertised 'Call to Action' promotion to receive a gift towards a future purchase
- Retail Customer Benefit: Rewards for interacting with a business through their online channels

Step 1: Ensure that your e-commerce platform can create a computer-generated single-use code (randomized alphanumeric code) where each code can never be used more than once in the checkout path.

- **NOTE:** If your platform is unable to create this single-use code then you will be unable to offer this type of promotion with Eminence products because non single-use codes would allow multiple Retail Customers to redeem this reward multiple times without necessarily taking any action, which would break the spirit of Eminence's MAP Policy.

Step 2: Determine the one time 'Call to Action' that the Retail Customer must complete to receive the reward. Consider the following one time 'Call to Actions':

- Sign Up to a Newsletter
- Like/Follow on Facebook
- Follow on Instagram
- Refer a Friend

Step 3: Determine the value of the reward, while adhering to the following to align with Eminence's MAP Policy.

- Requirements:
 - Rewards **cannot be a percentage** off a purchase (i.e., discount)
 - Purchase must include a **minimum of two (2)** Eminence Organics products
 - Purchase must meet a **minimum purchase amount** (for example \$100)
 - Dollar reward **cannot exceed 25%** of the minimum purchase amount
 - *Note: 25% of the minimum purchase amount is the highest percentage reward that can be offered – in your promotions you may wish to offer a much lower percentage to maximise your profit margins. (e.g., 10-15% of minimum purchase amount is common)*
 - Wording
 - *Use only the following wording in your promotion, "\$.. towards", "gift towards"*
 - *Do not use the following wording in your promotion, "percentage off", "percentage savings", "discount"*
- Recommendations:
 - Include an expiration date to encourage a sense of urgency in Retail Customer purchases
 - Communicate conditions of the promotion offer to the Retail Customer via either:
 - an onscreen message
 - a link in the onscreen message that takes the Retail Customer to a website page dedicated to describing this promotion

Step 4: Create messaging that clearly outlines all of the conditions of the promotion using approved wording listed above in the Requirements.

"Sign up for our Newsletter & receive \$10 towards your next purchase of \$100 or more"

**Redeemable only on purchases of two (2) or more Eminence Organics products*

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Promotion 7: Abandoned Cart Promotion

- Spa Partner Benefit: Increase retail sales
- Details: For Spa Partners who are approved by Eminence to sell Eminence Organics on their spa website, an abandoned cart promotion allows the Spa Partner to engage with Retail Customers who have added products to their cart but have not yet completed a purchase.
- Retail Customer Benefit: Complete a purchase to receive a reward.

Step 1: Determine if your website platform can identify abandoned carts that include Eminence products.

Step 2: Determine the type of incentive you want to offer. Consider the following incentives:

- A Gift with Purchase for completing the 'abandoned' order
- A Business Building Reward (BBR) for completing the 'abandoned' order
- Dollars towards the Retail Customer's next purchase (after completing the 'abandoned' order)
- Free samples for completing the 'abandoned' order
- A benefit the Retail Customer receives in-spa for completing the 'abandoned' order (for example, a service or add-on)
- Loyalty Points offered on the spa's website

Step 3: Ensure the promotion adheres to Eminence policies:

- No conditions are necessary for the following promotions:
 - Free samples for completing the 'abandoned' order
 - A benefit the Retail Customer receives in-spa for completing the 'abandoned' order (for example, a service or add-on)
 - Loyalty Points
- All other promotions must adhere to all of the following conditions:
 - Rewards **cannot be a percentage** off a purchase
 - Purchase must include a **minimum of two (2)** Eminence Organics products*
 - Purchase must meet a **minimum purchase amount** (for example \$100)*
 - Total combined savings can be no more than 25% of the total value of all the individual items (including any GWPs).
 - **Dollars towards cannot apply to current order**, only *future* purchases (i.e., only orders that are placed after completing the 'abandoned' order) and must adhere to the following:
 - Use of a computer-generated single-use code
 - Dollar reward cannot exceed 25% of the minimum purchase amount

Step 4: Create the offer (including any applicable Retail Customer restrictions).

"Complete your transaction & receive a code to unlock \$10 towards your next purchase of \$100 or more."*

**Redeemable only on purchases of two (2) or more Eminence Organics products.*

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Promotion 8: Membership Program

- Spa Partner Benefit: Encourage Clients to regularly visit the Spa and book treatments
- Details: Make a financial commitment to receive Member Only benefits
- Member Benefits: Enjoy customized Member Only benefits that could include savings on retail products
- Related Example: *For \$110/month enjoy one 60 minute customized Eminence Organics facial per month, 10% off any other service, and 5% savings on retail products*



Step 1: Determine the member benefits you want to offer with the membership. These benefits should be above and beyond what is available through other spa promotions. Consider the following benefits:

- Member Only pricing on services
- Member Only access to certain amenities
- Member Only access to events and promotions
- Complimentary services or add-ons
- Member Only friends and family referral incentives
- Membership fee is a credit that can be redeemed towards services

Step 2: Determine the cost of membership, billing frequency and cancellation terms

Step 3: Requirements if program includes an advertised discount on Eminence retail products**:

- **In-spa service element built into membership**
 - Online or virtual services not applicable
 - It must be geographically viable for Members to visit spa for service benefits
- **Minimum membership cost**
 - Minimum monthly cost must be no less than the minimum price of an in-spa service as published in the service menu (e.g., if the lowest price of an in-spa service is \$50, minimum monthly membership costs must be no less than \$50)
- **Retail Savings**
 - Savings can be no more than 25%
 - If Member pricing applies to purchases made through an online store, Member pricing is available only after Member has logged in (behind a paywall)

Step 4: Recommendations:

- Communicate with Members regularly to ensure continued engagement
- Create messaging that clearly outlines the details of the program and conditions of membership, and ensure program details are easy to find
- Collect data from your Members so it can be used to create a more unique and personalized Member Only experience. For example, collect: date of birth, age range, profession, wellness goals, skin care goals

***Eminence reserves the right to not participate in any membership Program where the program is deemed by Eminence to circumvent the spirit of Eminence's MAP Policy.*

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Promotion 9: Loyalty Program

- Spa Partner Benefit: Generate loyalty to your business
- Details: Agree to sign up to earn rewards
- Retail Customer Benefit: Interact with a business to earn Loyalty Points to use towards future purchases, or to earn other rewards
- Related Example: *Earn 5% of every purchase back in Loyalty Points. Each Loyalty Point is worth \$1 each towards a future purchase.*



Step 1: Determine the actions for which Retail Customers will earn Loyalty Points, or other rewards. Consider rewarding the following actions Retail Customers take to engage with your business

- Complete a purchase
- Follow your social media
- Leave a product review on your website
- Refer a friend to make a purchase or visit for a service
- Rebook a service at time of check out

Step 2: Determine the type of rewards you want to offer to the Retail Customer. Consider the following rewards:

- Loyalty Points
- Advance notice to new promotions
- Complimentary shipping
- Birthday and Anniversary gifts
- Exclusive branded merchandise

Step 3: Requirements**:

- Points or credits earned from making a purchase cannot exceed 25% of the purchase value
- Program cannot include **a percentage** off a purchase of retail products (i.e., discount)
- Wording
 - *Use only the following wording when advertising the program, “credits”, “points”, “redeem”, “loyalty dollars”*
 - *Do not use the following wording in your program, “discount”, “% savings”*

Step 4: Recommendations:

- Encourage Retail Customers to provide their contact information and to provide their consent to receive regular communications
- Ensure program is enticing and engaging for the Retail Customer
- Create messaging that clearly outlines the details of the program, and ensure program details are easy to find

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