



SALON
REWARDS
PROGRAM
USA

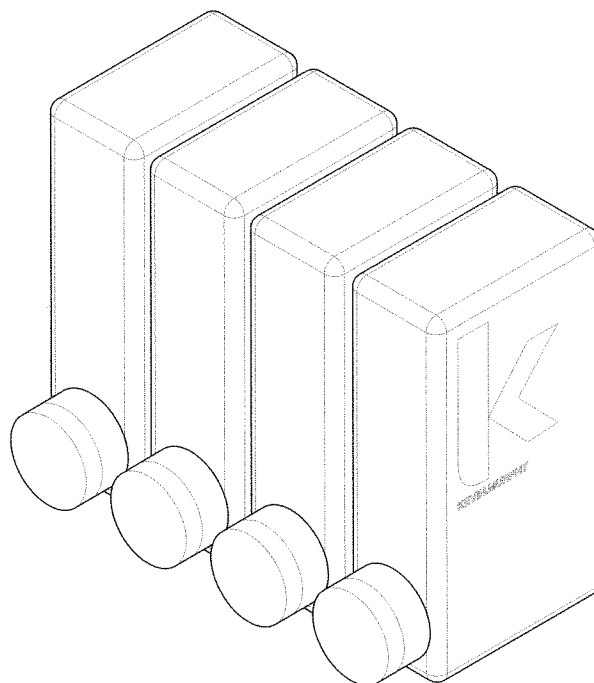
KEVIN.MURPHY SALON REWARDS PROGRAM

This comprehensive program is designed to help your salon maximize retail sales, improve stylist education and build your business by driving clients through your door.

Our rewards consist of:*

- **FREE** back bar and station products for you to use day to day.
- **FREE** sample products to generate interest in the Kevin Murphy range and drive retail sales.
- **FREE** merchandising material that includes window displays and display material to drive new clients through the door and draw them to your retail displays.
- **FREE** direct marketing support kits; including client referral cards, product recommendation cards, loyalty cards and product brochures.
- **FREE** Education in "session styling" to bring excitement and new ideas to your staff.
- **FREE** Salon listing on the Kevin Murphy website.
- **FREE** Collateral items such as t-shirts, capes and retail bags.

* Please note that some rewards may not always be available.



MEMBERSHIP

To qualify salons must:

- Purchase a minimum of US\$650 - per month in Kevin Murphy Products.
- Represent the entire Kevin Murphy product range.
- Use Kevin Murphy at the back bar and as station products.
- Complete and return the Salon Rewards Registration.

LEVELS OF MEMBERSHIP

There are 3 levels of membership: Sydney, Melbourne and Brisbane. Each level is based upon quarterly sales. The more Kevin Murphy products you purchase the more rewards you'll receive.

SYDNEY – Salons purchase more than US\$2,000 per month and receive 10% of the total purchase amount towards reward products.

MELBOURNE – Salons purchase between US\$1,249 and \$1,999 per month and receive 9% of the total purchase amount towards reward products.

BRISBANE - Salons purchase between \$650 and \$1,249 per month and receive 8% of the total purchase

HOW IT WORKS

Complete the following registration form and return it to your salon consultant or distributor or go to www.kevinmurphy.com.au and complete the form in the Salon section of the website.

Once we have received your validated application via either the post or email we will send you a login and password via email; use this to log into the salon rewards section of www.kevinmurphy.com.au (accessed via the salon link)

Each month, your distributor will update your reward profile by inputting your salon's monthly purchases after discount. The dollar amount of free stock you may redeem depends upon your level of membership. Each redeemable dollar translates directly into 1 point. Points are valid for 12 months, after which time they dissolve.

Salons may then fill out the online redemption form to receive their free rewards. All merchandising or sampling product rewards will be sent to salons on a quarterly basis; directly from Kevin Murphy. Open stock redemptions for use at the basin or chair will be sent by the salon's distributor.