



DAVINES SUSTAINABLE BEAUTY PARTNER PROGRAM 2024

*Enhanced benefits for
our loyal salon partners*



THE DAVINES PROFESSIONAL COMMUNITY

- Our refreshed and enhanced Sustainable Beauty Partner (SBP) Program is a distinctive initiative designed to show our appreciation and contribute to the success of our esteemed partners for their unwavering commitment to our brand and ethos.
- Your salon will earn points for every dollar spent on Davines products that can be redeemed for a variety of items to help grow your business.
- We provide support for your salon through education to help elevate your craft.
- Salons are automatically enrolled in the program that meet the minimum purchase requirement. Your participation will be retroactive to the initial purchase made in the current quarter.
- To become a retailer of Davines, you must carry a minimum of 3 complete retail lines and introduce new product launches within the lines carried.

BECOME A DAVINES EXCLUSIVE CONCEPT SALON

- Receive an additional 2.5% for Copper salons and an additional 5% for all other levels of rewards points for redemption opportunities regardless of your purchasing level. For example, you are a Bronze level salon who normally receives 5% in rewards, this means you will now receive 10% as an Exclusive Concept.
- To qualify as an Exclusive Concept Salon, Davines must represent 90% of your retail space, 90% of your color space and be used exclusively at your back bar and styling stations.



The Color Bar at the Davines Group House | Brooklyn, NY



Fernweh Salon | Apex, North Carolina

HOW THE PROGRAM WORKS

- Every dollar you spend on Davines products will earn points that you can redeem. Based on your salon's quarterly purchases, you may earn up to 17.5% of your total purchases in rewards points.
- Points may be used to purchase back bar shampoos, conditioners, masks and treatments, styling stations products, select tools and merchandising materials. Silver level and higher salons can redeem points with Davines partners on exciting new items for your sustainable salon.
- Salon and education support increases as you grow in level. Titanium level salons receive the greatest benefits.

	COPPER	BRONZE	SILVER	GOLD	PLATINUM	TITANIUM
Quarterly Purchase Amount	\$1,500 - \$2,999	\$3,000 - \$5,999	\$6,000 - \$9,999	\$10,000 - \$14,999	\$15,000 - \$24,999	\$25,000+
Points Value as a Percentage of Purchases	2.5%	5.0%	7.5%	10.0%	12.5%	12.5%
Exclusive Concept	5.0%	10.0%	12.5%	15.0%	17.5%	17.5%



The Studio at the Davines Group House | Brooklyn, NY



Vidov West | New York, NY



Her Beauty | Marion, IA

WHAT ARE THE PROGRAM GUIDELINES?

- Salons must purchase a minimum of \$1,500 per quarter.
- Points must be redeemed by the end of the next quarter.
- Salons must be in good standing with their local distributor before points can be honored.
- All products received through points redemption under the Sustainable Beauty Partner Program may not be sold as retail under any circumstances. These products are to be used exclusively at the back bar and styling stations. Any complimentary promotional products received must be used following manufacturer guidelines and not sold as retail. Any violation of these terms will result in immediate termination from the program.
- Davines reserves the right to monitor the status of any qualifying SBP member and to terminate the agreement at any time.

SALON SUPPORT

	COPPER	BRONZE	SILVER	GOLD	PLATINUM	TITANIUM
Welcome Gift	✍️	✍️	✍️	✍️	✍️	✍️
Access to Live Virtual Classes	✍️	✍️	✍️	✍️	✍️	✍️
Salon Locator Feature	✍️	✍️	✍️	✍️	✍️	✍️
davinespro.com Exclusive Access	✍️	✍️	✍️	✍️	✍️	✍️
Brand Partner Gift	✍️	✍️	✍️	✍️	✍️	✍️
Access to Concierge Service	✍️	✍️	✍️	✍️	✍️	✍️
Access to Virtual Sustainable Salon Master Course	✍️	✍️	✍️	✍️	✍️	✍️
1% Quarterly Green Bonus	✍️	✍️	✍️	✍️	✍️	✍️
Bi-Annual Gifts with Purpose (GWP)		✍️	✍️	✍️	✍️	✍️
New Product Launch Preview		✍️	✍️	✍️	✍️	✍️
Partner Redemption Opportunities			✍️	✍️	✍️	✍️
Exclusive Concept Bonus Features	Your Exclusive Choice		✍️	✍️	✍️	✍️
	Complimentary Regional Event Tickets			✍️	✍️	✍️
Allilon+ On-Demand Subscription				✍️	✍️	✍️
Bonus Marketing Support				✍️	✍️	✍️
Annual Titanium Gathering Invitation (Purchase \$100,000+)						✍️

WHAT YOUR SALON RECEIVES

Davines Salon Locator

- All levels are included within the Salon Locator on davines.com, visible one quarter after qualifying.
- A personalized salon locator link to your Salon Business Page on davines.com will be provided, where information will be integrated and connected via your salon's Google My Business.

Brand Partner Gifts

- Gifts to introduce you to some of our favorite sustainable brands.



Salon D'Elle | Sturgeon Bay, WI



Ladybird Society | Austin, TX

Davines Sustainable Beauty Partner Concierge

- A digital hotline for any and all Sustainable Beauty Partner Program questions, concerns and general support.

COMING SOON!

1% Quarterly Green Bonus

- To encourage salons to be more sustainable we are offering a Sustainable Salon Master Course as a qualifier for an extra 1% added to your points percentage.
- Salons that complete the course and pass a quiz in 2024 will start receiving their 1% Green Bonus quarterly upon qualifying for any SBP level from Q1 2025 onward.
- Salons completing the course and quiz in 2025 will earn the 1% Green Bonus quarterly upon qualifying for any SBP level.

Bonus Marketing Support

- Gold, Platinum, and Titanium salons will receive bonus items, for example, extra GWPs to help support salon retail sales.

Your Exclusive Choice

- Qualify all four quarters in a calendar year as an Exclusive Concept at Silver or higher and receive an invitation to choose from a selection of gifts curated by Davines.



Crown Salon | Missoula, MT



Love & Mercy Salon | Boston, MA

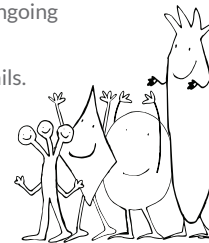
For education, you will receive a flat discount based on the total amount you spend on Davines products.

	COPPER	BRONZE	SILVER	GOLD	PLATINUM	TITANIUM
Percentage Discount for Education*	5.0%	10.0%	12.0%	15.0%	20.0%	25.0%

*The SBP education discount applies to all education programs, classes and events shown on davinespro.com/events. At the time of purchase, Davines will verify that the correct percentage discount is applied as per the SBP salon level. The percentage discount will reflect your salon's standing at the time of purchase, not the time of any future education programs, classes or events. Due to the timing, discounts are not applicable to Berlin WWHT 2024. Seminars held at Davines satellite studio locations may be eligible for an SBP education discount up to 10%.

Davines Education

- A selection of classes led by our expert educators.
- Explore our website davinespro.com/events for additional information about our ongoing educational opportunities.
- Education Voucher available for selected qualifying levels, see page 9 for more details.
- All levels will receive discounts on ticketed education.
- Gold level and higher salons will have the option to opt into an Alliloon+ On-Demand Subscription.



REWARDING LOYALTY WITH EDUCATION

In addition, Gold exclusive concept and higher will receive Education Vouchers, that can be redeemed to cover part or all of the cost of education.**

	GOLD	PLATINUM	TITANIUM
Quarterly Education Voucher Exclusive Concept***	\$250	\$1,000	\$2,000
Quarterly Education Voucher Non - Exclusive Concept***	-	\$500	\$1,000
	Gold Quarterly Education Voucher Exclusive Concept redeemable toward WWHT (Show Only)****, Sustainable Business, Davines Brooklyn Studio or in-salon Discover, Immerse and Advance Classes	Platinum Quarterly Education Voucher redeemable toward WWHT (Show Only)****, Sustainable Business, Davines Brooklyn Studio or Discover, Immerse, Advance and Cutting Team Classes	Titanium Quarterly Education Voucher redeemable toward WWHT (Show Only)****, Sustainable Business, Davines Brooklyn Studio or in salon Discover, Immerse, Advance, Cutting Team Classes and Showcase Artist Classes

**Please contact your local distributor to use your Education Voucher(s).

***Expires after a year and can be used together, but cannot be used in combination with the Education Discounts.

****Due to timing, Education Vouchers are not applicable to Berlin WWHT 2024.



ananda hair studio | Asheville, NC



Modern Muse Beauty Collective | Austin, TX

HOW DO YOU REDEEM YOUR PRODUCT POINTS?

- It's easy to redeem all your rewards using our Davines Sustainable Beauty Partner website. Every quarter we'll send you an email with an access link, username and password allowing you to see your total amount of points. Sustainable Beauty Partners in Hawaii, Alaska and Canada may redeem their points through their local distributor.
- Simply select your materials and products, double check your shipping address listed is correct, place the order and await their arrival to your salon.
- We ask that you redeem all of your points by the end of the next quarter.
- Platinum and Titanium salons may place up to three orders each quarter based on their desired inventory level.



Bonjour Belle | Austin, TX



HaloSalon KC | Lees Summit, MO



Hi Honey Salon | Bismarck, ND



Blowout | Morristown, NJ



Kiss Kiss Bang Bang Salon | Fishers and Carmel, IN



Certified



Corporation

davines
beauty + sustainability

davinespro.com | [@davinescolor](https://twitter.com/davinescolor)

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