



LEVEL
LOYALTY REWARDS

2024 BLACK LEVEL Salon Guidelines

BLACK LEVEL 2024

Brand Benefits

	L'OREAL PROFESSIONNEL	MATRIX	PUREOLOGY	REDKEN	PULPRIOT	BIOLAGE	MIZANI
PT/\$	5 Points per \$						
Brand Education	Customized Signature Education Plan set up by your Education Experience Manager annually <i>(see Brand Page for details)</i>	- Customized Education Plan including up to 3 classes - Quarterly Education Touchpoint with Regional Educator (RE) - Salons with \$50k+ in Matrix purchases per year in Black Level Loyalty status receive in-salon education with Technical Director - Purchase Tickets to Matrix Event - Matrix Pop Up Color Tour - and receive (1) Companion Ticket to bring your hairdresser bestie	2 virtual classes, 2 in-salon classes (Create your own education experience \$40k+)	Customized Redken Education Plan: for Salons over \$50K+ per year Redken Symposium on Tour - 2 tickets per Salon Owner Redken Salon Ambassador Program Tuition: Train the Trainer Class to Facilitate In-Salon Meetings on new product launches to salon team Redken Salon Specialist Program Tuition: Train the Trainer Class to Facilitate In-Salon Redken Specialist Program to salon team Master Class – Virtual Watch Party: 11 Master Class Series – All Access Package Redken Brand Connect with Senior Leadership: New Product Launch Preview Redken Exchange / Salon Takeover: Exchange Experience for salon (30pp+) redeemable with Level Loyalty Points	- Salons w/ \$40k in Pulp Riot Purchases per year invited to a VIP Trip at PULP RIOT HQ in Los Angeles, CA (hotel and airfare for 2) - Customized Education Plan (4 classes) - Virtual Brand Coaching - Formulation & technical coaching sessions w/ Regional Artistic Director 1-hour sessions, 1 session/ quarter *salon must hit \$30k in purchases prior to Sept 30, 2024 to qualify for VIP trip	Customized Education Plan including up to 2 education touch points	- Customized Education Plan including up to 2 in salon education touch points 12 Texpert Academy tickets
Business Education		\$1,000 towards (4) Day Summit Program (One time only, does not apply to Alumni)		\$1,000 towards (4) Day Summit Program (One time only, does not apply to Alumni)	\$500 towards Summit Program (1 time only, does not apply to Alumni)		- Invitation to Mizani Texpert Community - Complimentary Virtual Business of Texture Program
Business Support	Special recognition on brand Salon Locator	Launch mailing kit for early access to new products	- Exclusive Sampling & Launch/Innovation Previews - Advanced access to new merchandising (as it releases) - Invitation to the Exclusive Pureology Backbar Program - By brand approval only	Special recognition on brand Salon Locator	1st Access promo boxes for all new launches - Quarterly Exclusive Pulp Riot Swag - Special recognition on Salon Locator	Launch mailing kit for early access to new products	- VIP access to launch previews - Exclusive sampling opportunities

BLACK LEVEL 2024 *Brand Requirements*

	L'OREAL PROFESSIONNEL	MATRIX	PUREOLOGY	REDKEN	PULPRIOT	BIOLAGE	MIZANI
Annual Spend Requirement	\$75,000	\$20,000	\$26,000	\$50,000	\$35,000	\$10,000	\$15,000
Color Requirement	1 Permanent Color Line (Majirel Or Inoa) \$5,000+ In DIA \$5,000 In Blond Studio Lightener	Exclusive Matrix Permanent Color + Matrix Lighteners + Tonal Control	Must Carry 1 PPD Color Line	\$30,000+ Exclusive Redken Color per year (\$7,500/Quarter) - Minimum 1 of Redken Color Lines below: - Color Gel Lacquers / Oils - Color Fusion - SEQ Demi-permanent color - Redken Lighteners	FACTION8 must be main permanent color line	Carry 1 Full category of PPD color, at minimum (Demi OR Permanent) (no \$ amount)	Must Carry 1 PPD color line at minimum (no \$ amount)
Retail Requirement	\$5,000+ In Serie Expert	Must Carry Matrix Haircare & Styling <i>*No competitive brands other than replacement for Color Insider with a PPD ODS Color Brand</i>	Must Purchase At Least 3 Systems + Color Fanatic	\$20,000+ In Redken Retail Purchases Per Year (\$5000 Per Quarter) Salon must carry full representation of all Redken Haircare and stylist. Purchase all new Product Launch Promotions. No competitive Non-PPD Brands		Must Carry Following Ranges: - ColorLast - HydraSource - Strength Recovery	Must carry Texture Triangle (25 Miracle, Press Agent, True Textures)



BLACK LEVEL 2024

L'ORÉAL
PROFESSIONNEL
PARIS

Brand Requirements

- \$75K annual spend or more in previous calendar year on L'Oreal Professionnel Purchases
- Must carry at minimum 1 permanent color line (Majirel or INOA) and a minimum of \$5,000+ in DIA and \$5,000+ in Blond Studio lightener
- Must spend at minimum \$5,000+ in Serie Expert

Brand Benefits

5 points/\$ on all PPD purchases

- Customized Signature Education Plan set up by your Education Experience Manager annually:
- Regular Education In salon. Curated Education Rendezvous with your Regional Educator – up to 4 times a year, also available Virtually if preferred. 15 class topics to select from.
- Unlimited places on our Virtual Ateliers ensuring all your team are constantly up to date with new launches, innovations and have access to PK. Ideal for all team members, especially new associates or team members.
- Choice benefits from a selection of Color Ambassador, Academy tickets or a in-salon Artist Visit
- Color Ambassador Tickets matched with the number you purchase with cash or points
- Access education playlist recommendations
- Level loyalty Rewards – As a L'Oréal Professionnel Black Level Salon you will earn minimum 375,000 Points that are intended to be used to further enrich your Education plan and your Education Experience Manager will make recommendations to meet your business needs and get the most back from your rewards.
- Special recognition on brand Salon Locator

BLACK LEVEL 2024



Brand Requirements

- Minimum \$20K annual Matrix purchases combined Retail and Professional
- Salon Exclusive to Matrix Permanent Color + Matrix Lighteners + Tonal Control
- Salon carries Matrix Haircare & Styling

**No competitive brands other than replacement for Color Insider with a PPD ODS Color Brand*

Brand Benefits

5 points/\$ on all PPD purchases

	Value
\$1,000 towards (4) Day Summit Program (One time only, does not apply to Alumni)	\$1,000
Customized Education Plan including up to 3 classes	\$1,500+
Quarterly Education Touchpoint with Regional Educator (RE) on What's New with Matrix or Matrix Formulation Day	\$2,000
***Salons with \$50k+ in Matrix purchases per year in Black Level Loyalty status receive in-salon education with Technical Director	\$1500+
Purchase Tickets to Matrix Event and receive (1) Companion Ticket to bring your hairdresser bestie: • Matrix Pop Up Color Tour <i>*promo code receive after purchase of Matrix Event to redeem companion ticket</i>	\$99
Launch mailing kit for early access to new products	-
TOTAL VALUE OF ADDITIONAL BENEFITS AS MATRIX BLACK LEVEL SALON	\$5000+



BLACK LEVEL 2024

Brand Requirements

Minimum \$26K annual Pureology spend

Purchase criteria: Must purchase at least 3 systems + Color Fanatic

And

Carry 1 PPD color line, at minimum
(no \$ amount)

Brand Benefits

5 points/\$ on all PPD purchases

- Exclusive Sampling & Launch/Innovation Previews
- Advanced access to new merchandising (as it releases)
- Invitation to the Exclusive Pureology Backbar Program - By brand approval only
- 2 virtual classes, 2 in-salon classes (Create your own education experience \$40k+)



BLACK LEVEL 2024

REDKEN
5TH AVENUE NYC

Brand Requirements

EXCLUSIVE REDKEN HAIRCOLOR

Exclusive to Redken Haircolor and cannot carry other color lines. A minimum of \$30,000+ in exclusive Redken Haircolor purchases per year. (\$7500 per quarter)

**Salon must carry one or any combination of the below Redken Color Lines:

- Color Gels Lacquers or Oils
- Color Fusion
- SEQ Demi-permanent color
- Redken Lighteners

AND

REDKEN HAIRCARE / STYLING / BACKBAR

A minimum of \$20,000+ in Redken Retail purchases per year (\$5,000 per quarter)

- Salon must carry full representation of all Redken Haircare and stylist. Purchase all new Product Launch Promotions. No competitive Non-PPD Brands

Salons may also purchase any L'Oreal Professional Products Division Retail Brands only if a minimum of \$20,000+ in Redken haircare / backbar / styling is maintained per year to keep your Redken Black Level Status

- No Competitor, Private Label or Distributor Partner Brand is permitted in the Redken Black Level Salon.
- If there is a product that Redken and/or another PPD brand currently does not manufacture, the salon can purchase the individual product without penalty. If the Redken Brand launches the similar product, the salon must switch purchases to the Redken Brand within 2 months.
- Kerastase: The Redken Brand BSD-EEM-DOE must have notice for a salon to submit a Kerastase Application

Brand Benefits *5 points/\$ on all PPD purchases*

SALON EDUCATION PER YEAR

- **Customized Redken Education Plan:** for Salons over \$50K+ per year
- **Redken Symposium on Tour** - 2 tickets per Salon Owner
- **Redken Salon Ambassador Program:** Train the Trainer Class to Facilitate In-Salon Meetings on new product launches to salon team
- **Redken Salon Specialist Program:** Train the Trainer Class to Facilitate In-Salon Redken Specialist Program to salon team
- **Master Class – Virtual Watch Party:** 11 Master Class Series – All Access Package
- **Redken Brand Connect** with Senior Leadership: New Product Launch Preview
- **Redken Exchange / Salon Takeover:** Exchange Experience for salon (30pp+) redeemable with Level Loyalty Points
- **G.R.O.W. Program:** Growing Responsible Owners to Win! Leadership program for salon owners and managers (2 x per year)

REDKEN EDUCATION / ADDITIONAL RESOURCES

- Salon & stylist career path catalogue (haircolor / design / finish / wealth building)
- Weekly virtual complimentary product knowledge / technique classes
- L'Oreal ACCESS digital app / video catalogue

EARLY NEW PRODUCT LAUNCH PREVIEW

- Early new launch mailing: new product & digital education
- Virtual product knowledge class to support new launches

NEW BLACK LEVEL LOYALTY ACCOUNTS

- Redken banner with stand
- \$1,000 towards (4) day Summit program (one time only, does not apply to alumni)

REDKEN SALON LOCATOR

- Redken salon locator logo & star identifier

ANNUAL BUSINESS DRIVERS

- Searchable salon services via social (ie: SEQ initiative)
- Prioritized communication response from social @ mentions
- E-newsletter*: must be enrolled on RedkenPro.com to receive



BLACK LEVEL 2024

PULPRIOT

Brand Requirements

\$35k in annual color purchases (any mix)

FACTION8 must be main permanent color line

Brand Benefits

5 points/\$ on all PPD purchases

- Salons w/ \$40k in Pulp Riot Purchases per year in Black Level Loyalty status will be invited to a VIP Trip at PULP RIOT HQ in Los Angeles, CA (hotel and airfare for 2)
- 1st Access promo boxes for all new launches
- Quarterly Exclusive Pulp Riot Swag
- Special recognition on Salon Locator
- \$500 towards Summit Program (1 time only, does not apply to Alumni)
- Customized Education Plan (4 classes)
 - 3 In-salon classes
 - 1 digital Social Media Masterclass
- Virtual Brand Coaching
 - Formulation & technical coaching sessions w/ Regional Artistic Director
 - 1-hour sessions, 1 session/ quarter

**salon must hit \$30k in purchases prior to Sept 30, 2024 to qualify for VIP trip*



BLACK LEVEL 2024



Brand Requirements

Minimum \$10K annual Biolage purchases

Must carry ColorLast, HydraSource, Strength Recovery

And

Carry 1 Full category of PPD color, at minimum (Demi OR Permanent)

(no \$ amount)

Brand Benefits

5 points/\$ on all PPD purchases

- Customized Education Plan including up to TWO in salon education touch points
- Launch mailing kit for early access to new products



BLACK LEVEL 2024

MIZANI[®]
TEXTURE LOVE SINCE 1991

Brand Requirements

Minimum \$15K annual Mizani purchases

Must carry Texture Triangle (25 Miracle, Press Agent, True Textures)

And

Carry 1 PPD color line at minimum (no \$ amount)

Brand Benefits

5 points/\$ on all PPD purchases

- Customized Education Plan including up to 2 in salon education touch points
- 12 Texpert Academy tickets
- Invitation to Mizani Texpert Community
- Complimentary Virtual Business of Texture Program
- VIP access to launch previews
- Exclusive sampling opportunities