

COLOR CONVERSIONS

2024 SWAPS

OPTION 1 →

Convert 1-49 tubes NO BUY-IN REQUIRED

*Swatchbooks not included

OPTION 2 →

Convert 50+ tubes REQUIRES ORDER OF \$500 OR MORE

- Order can be a mix of NUKs and/or open stock.
- Salon can trade **up to 2 months of color tubes inventory** (refer to Conversion Workbook).
- Remaining competitive color can be swapped out for lighteners, developers, swatch book, color gear etc.
- DSMs can also gift Level Loyalty points.

FOLLOW-UP

SBP helps salon schedule education touchpoint

- Digital Demo (with minimum order of \$500*)
- In-Salon Look & Learn (with minimum order of \$1000*)

**minimum order must be on single invoice*

NOTE

- Conversion for each sub-brand is NOT required -- Only **one** conversion form per customer is necessary if converting to multiple sub-brands, i.e. FACTION8, Semis & High-Speed Toners.
- SBP must provide order # where Salon NUK was purchased on SFDC competitive conversion form.



PULPRIOT