



elite
framesi MILAN

NEW
& IMPROVED

framesi loyalty program

NEW & IMPROVED

framesi loyalty program*

elite

framesi **MILAN**



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 **framesi**[®]
MILAN

* New levels and rewards on framesi purchases effective Quarter 3, 2019 (July 1 - September 30, 2019) and continue thereafter. Program qualifications, conditions, and restrictions apply.

framesi NA reserves the right to modify or discontinue this program anytime.

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framesi is dedicated to providing products, education, and support services that assist the hairdresser in creating better beauty for the salon guest.

With continuing commitment to market research and product development, framesi believes stylists stay at their competitive best when they are knowledgeable about the products they use and the fundamental concepts these products are based upon.

framesi **elite** is a loyalty program specifically designed for Professional Salons & Independent Stylists.

Salons/Stylists can earn points through the purchase of framesi products, which can be redeemed through product, education, and framesi exclusive salon accessories & tools.

elite framesi MILAN	ELITE REWARDS LEVELS					
	RUBY	PEARL	EMERALD	SAPPHIRE	DIAMOND	BLUE DIAMOND
QUARTERLY FRAMESI PURCHASES	\$500 - \$999	\$1000 - \$1,999	\$2,000 - \$3,499	\$3,500 - \$4,999	\$5,000 - \$9,999	\$10,000+
EARNINGS \$ / % OF TOTAL QUALIFIED PURCHASES	\$55	6%	8%	12%	15%	20%
EARN POINTS FOR EVERY DOLLAR	55 Points	60 - 120 Points	160 - 280 Points	420 - 600 Points	750 - 1,500 Points	2,000+ Points
WELCOME OFFER	EXCLUSIVE ONE-TIME WELCOME KIT UPON ENTRY					
PAY WITH POINTS†	1 POINT = \$1 REDEEMABLE FOR PRODUCT, EDUCATION & TOOLS AT SALON COST <small>†points not redeemable for cash</small>					
SEASONAL HAIR/MAKEUP PROPOSALS FROM MILAN, ITALY						
NEW PRODUCT PREVIEW						
EXCLUSIVE ELITE-ONLY HOTLINE						
COMPLIMENTARY DIGITAL EDUCATION/ NEW PRODUCT UPDATE EDUCATION						
SURPRISE NATIONAL HOLIDAY OFFERS	-	-				
FREE SAMPLING OF NEW PRODUCTS	-	-	-			
COMPLIMENTARY DIGITAL EDUCATION	-	-	-			
TEST NEW PRODUCTS BEFORE THEY GO TO MARKET	-	-	-	-	-	
INVITATIONS TO EXCLUSIVE EVENTS/ PRODUCT LAUNCHES	-	-	-	-	-	

Visit our website at framesiprofessional.com/elite to sign up for the digital framesi elite quarterly newsletter.

Each quarter, you can get the latest framesi product information and monthly deals straight to your inbox, plus early access to educational videos, new product announcements & more!

Why is framesi elite superior to other competitor rewards programs?

With framesi elite, you get more free product & education than any of our competitors' programs - **a lot more!**



WHEN YOU SPEND \$5,000 ON SALON PRODUCTS DURING A CALENDAR QUARTER...

	PROGRAM POINTS EARNED	DOLLAR VALUE OF FREE PRODUCT & EDUCATION RECEIVED
framesi	750 Points	\$750
Competitor 1	15,000 Points	\$225
Competitor 2	5,000 Points	\$100

*Applicable sales tax and shipping, if any, may be charged on orders



One framesi elite point = \$1

For most competitors 1 point = **pennies or less!**



FRAMESI CAPE

FRAMESI COLOR LOVER MOISTURE RICH MASQUE LITER

FRAMESI PROFESSIONAL ACTIVATOR LITER



\$33 salon value
33 points



\$19 salon value
19 points



\$8 salon value
8 points

Up to 2,417 competitor points

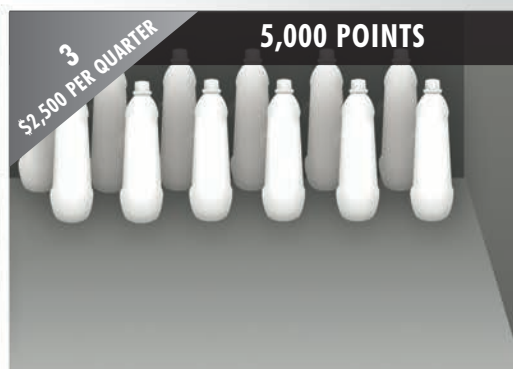
Up to 2,417 competitor points

Activators not available through most competitor programs

IT'S NOT ABOUT THE NUMBER OF POINTS YOU HAVE.
IT'S ABOUT THE VALUE OF THE POINTS YOU HAVE!

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COMPETITOR PROGRAM



For illustrative purposes, points were redeemed only for activators. All framesi products, excluding haircolor, are available for redemption.

A REWARDS PROGRAM THAT BENEFITS YOU!

INDIVIDUAL REWARDS

Purchase just \$500 in framesi product per quarter to be automatically enrolled in our elite program and start earning rewards as an individual†

WELCOME TO THE RUBY LEVEL!

\$500 SPENT = 55 POINTS = 6 FREE ACTIVATORS

Now you have a total of 55 points to redeem for free product, education and tools!



OR

GROUP REWARDS

Opt to combine your quarterly purchases with your fellow stylists for increased earning potential

EXAMPLE

YOUR QUARTERLY FRAMESI PURCHASES	\$500
FELLOW STYLIST A	\$800
FELLOW STYLIST B	\$700
GROUP TOTAL QUARTERLY PURCHASES	\$2,000

WELCOME TO THE EMERALD LEVEL!

Now your group has a total of 160 points to redeem for free product, education and tools!*

THAT'S 20 FREE ACTIVATORS!

Salons and independent stylists can benefit from framesi elite. Framesi offers Program Perks (see pg. 13) upon purchasing \$500 of framesi products per quarter.

* based on 8% of total purchases

† Canadian customers must complete a Canada Authorization Form

GREAT WAYS TO USE YOUR POINTS

RETAIL PRODUCTS

Invest your points in retail
and earn 100% pure profit
OR run special promotions
or sampling for salon guests



**FRAMESI
COLOR
LOVER®**

11 - 20 points each
Retail price \$22 to \$40
each pure profit!

BACKBAR & COLOR SUPPORT

Use points to keep
valuable profits from
going down the drain.



**FRAMESI
PROFESSIONAL
ACTIVATOR**
Liter - 8 Points



**MORPHOSIS
PRO-FORCE**
BONDER 101
80 Points
SEALER 102
50 Points



**COLOR METHOD
SHAMPOO GO**
Liter - 27 Points

TOOLS & LOGO ITEMS



- A. **Chemical Apron**
22 Points
- B. **framesi Cape**
33 Points
- C. **12 Pack
framesi Towels**
75 Points
- D. **25 Pack
framesi Retail Bag**
14 Points
- E. **framesi Mug**
20 Points
- F. **Balayage Brush**
7 Points
- G. **Acca Kappa Comb**
5 Points

framesi's lucrative rewards program just got more accessible!

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NEW & IMPROVED elite rewards levels



1. **NEW RUBY LEVEL:**

\$500 - \$999 per quarter automatically earns 55 points on framesi purchases.

2. **IMPROVED PEARL LEVEL:**

\$1,000 - \$1,999 per quarter now earns DOUBLE the rewards with 6% (60-120 points) on framesi purchases.

- **1 POINT = \$1**
AT SALON COST
- **ALL PRODUCTS AVAILABLE FOR REDEMPTION!**
NO CASE/BULK QUANTITY MINIMUMS!
- **COMPLIMENTARY EDUCATION****
AT ALL LEVELS!
- **POINTS THAT ROLLOVER!**






Learn how you can receive points for every dollar you spend on products! Visit framesiprofessional.com/elite

*Excludes haircolor

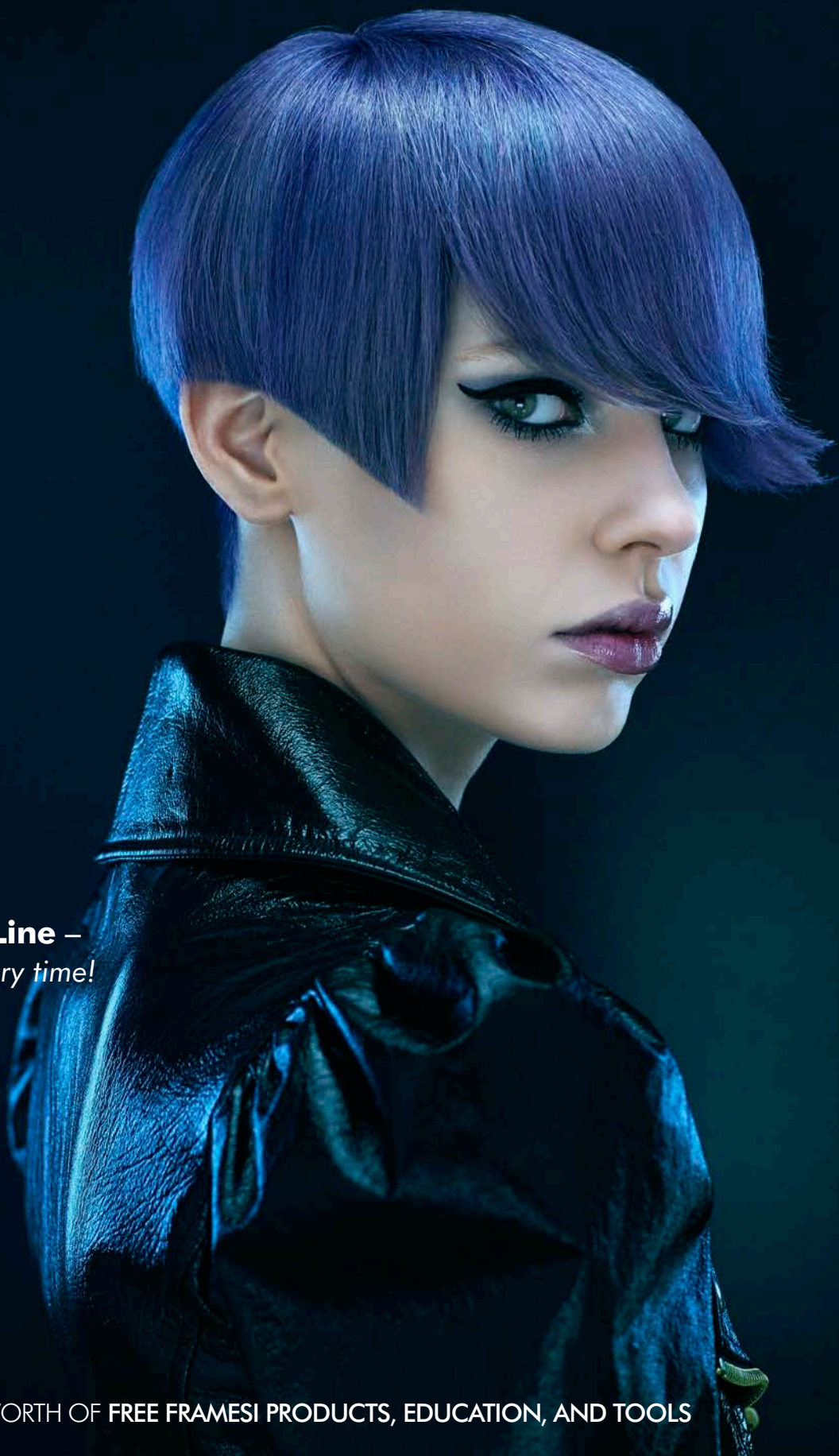
**For new stylists and/or introductory offer purchases



ELITE REWARDS LEVELS

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NEW PRODUCT PREVIEW						
EXCLUSIVE ELITE-ONLY HOTLINE						
COMPLIMENTARY & NEW PRODUCT UPDATE DIGITAL EDUCATION						
SURPRISE NATIONAL HOLIDAY OFFERS	—	—				
FREE SAMPLING OF NEW PRODUCTS	—	—	—			
COMPLIMENTARY DIGITAL EDUCATION	—	—	—			
TEST NEW PRODUCTS BEFORE THEY GO TO MARKET	—	—	—	—	—	
INVITATIONS TO EXCLUSIVE EVENTS/PRODUCT LAUNCHES	—	—	—	—	—	

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framesi elite Technical Line –
speak with a **real stylist** every time!

1.800.214.0618

Most Extensive Hours:

Monday through Friday:

9:00 AM to 8:00 PM (EST)

Saturday:

10:00 AM to 2:00 PM (EST)

framesi is committed to providing you with all of the necessary and innovative tools to create better beauty behind the chair.

For over 30 years, framesi's exclusive elite technical line has provided unsurpassed service to stylists requiring technical assistance with framesi product brands:

- As an **elite** salon, you receive priority assistance on the exclusive framesi Technical Line
- Color Technicians available to answer questions immediately, six days a week... no need to leave a message and wait for a reply
- Find answers to technical questions, e.g. color formulation, color correction, bleaching, curl reduction, chemical products, haircare, etc.
- Share your ideas with our color technicians, chemist, or the education department
- Get a second opinion and talk with our color technicians who have experience working in our testing facility to help you enhance your artistry
- Get information on the newest framesi products

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youtube.com/FramesiNorthAmerica



www.framesiprofessional.com

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