

Platinum Salon Loyalty Program

PLATINUM SALON REQUIREMENTS:

1. Must carry Brazilian Blowout Professional Product AND all Aftercare/Retail Product.
2. If you have ordered \$2,000 or more in product in the last quarter, you qualify. You must continue to purchase \$2,000 or more in product per quarter, in order to continue receiving quarterly incentives.
3. Must have a professional salon website.
4. Must feature the Brazilian Blowout Banner on the homepage of your website.
5. A stylist/owner from the Platinum Salon must have attended an "in-person" Brazilian Blowout professional treatment training in the last 12 months and must still be employed at the salon.

SALON INCENTIVES:

1. FREE Back Bar support every quarter:
 - 2-34 oz. Anti-Residue Shampoo
 - 4-8 oz. Açai Deep Conditioning Masque
2. Free product for shipping.
3. Brazilian Blowout Stylist Station Set-Up (4 sets per quarter).
Each set includes:
 - 1-8 oz. Açai Daily Smoothing Serum
 - 1-2 oz. Açai Restorative Sculpt & Define Polish
 - 1-4 oz. Açai Shine & Shield Spray Shine
 - 1-8 oz. Açai Protective Thermal Straightening Balm
 - 1-6.7oz. VOLUME Instant Volume Thermal Root Lift
4. Premiere salon locator position above any/all other salons in your zip code.
5. Brazilian Blowout Platinum Salon Window Decal
 - Brazilian Blowout Platinum Salon Silk Banner
 - Brazilian Blowout Platinum Salon Plaque for Salon Lobby
6. If you are a Platinum Salon for three consecutive quarters, you qualify for two in-salon Brazilian Blowout training courses. Each training course will include:
 - A Brazillian Blowout educator will visit your salon and provide the latest professional treatment training as well as the most up-to-date tips/tricks for performing the perfect Brazilian Blowout
 - Training on how to improve your Brazilian Blowout business through impactful marketing, retail bundling, follow-up appointment strategies and more...
7. If you remain a loyal Brazilian Blowout Platinum Salon for 12 months, you will receive the following additional product for **FREE!**
 - 2 additional 34 oz. Anti-Residue Shampoo,
 - 4 additional Stylist Station Set-Ups
 - 4-12oz. Brazilian Blowout Smoothing Treatments