

At-a-Glance:

❖ **Monthly Offer:**

- MARCH: 500 Bonus Points with Purchase of any 2 Styling Products (March 5 – 31)
- APRIL: 300 Bonus Points with Purchase of any 1 Skin Care or Body Care (April 1 – May 3)

❖ **Quarterly Salon Service Offer:**

- MARCH: 300 Bonus Points with Purchase of any add-on service \$25+ (March 1 – April 30)

❖ **Pure Privilegesm National Event:**

- VIP (Invitation Only): April 21 – May 3
- Spring Double Points Days: May 4 – 13

❖ **Pure Privilegesm National Advertising Sampling Program – Invati Advanced™**

❖ **Save-a-Bag Program – Ongoing**

❖ **Upcoming Events:**

- Pure Privilegesm Promotions Calendar

MAR: Earn 500 Bonus Points with Purchase of any 2 Styling Products – March 5 – 31, 2018

Members can earn 500 bonus points offer on their purchase of any two styling products from March 5 – 31, 2018. Offer is valid at participating locations, while supplies last. The barcode scanned will award the guest with 500 bonus points and the offer can only be applied once per transaction. **Please be mindful that this is not to be offered in conjunction with any other bonus point offer or double points offer.** Limit one per member. Not transferable.

MAR: Earn 300 Bonus Points with any Add-On Service of \$25+ – March 1 – April 30, 2018

Members can earn 300 bonus points offer with any add-on service purchase of \$25 or more March 1 – April 1, 2018. Offer is valid at participating locations. The barcode scanned will award the guest with 300 bonus points and the offer can only be applied once per transaction. **Please be mindful that this is not to be offered in conjunction with any other bonus point offer(s) or double points offer.** Limit one per member. Not transferable.

APR: Earn 300 Bonus Points with Purchase of 1 Skin Care or Body Care Product – April 1 – May 3, 2018

Members can earn 500 bonus points offer on their purchase of any two styling products from March 5 – 31, 2018. Offer is valid at participating locations, while supplies last. The barcode scanned will award the guest with 500 bonus points and the offer can only be applied once per transaction. **Please be mindful that this is not to be offered in conjunction with any other bonus point offer or double points offer.** Limit one per member. Not transferable.

VIP Triple Points Event (Invite Only) – April 21 – May 3, 2018

We are investing in your best guests, your VIPs, for a chance to earn **TRIPLE POINTS** at your location, **April 21-May 3**. Each Pure Privilegesm salon will receive an allocation of VIP TRIPLE POINT transactions per location, based on total Pure Privilegesm sales in FY17, to surprise and delight your best guests this holiday season:

Tier 1: \$10K+ = 100 VIPs per Location

Tier 2: <\$10K or NEW = 25 VIPs per Location

A VIP execution sell sheet in addition to allocations by salon – searchable by salon name or SAP ID, found on any Aveda invoice – will be available the week of March 26.

We have (2) options to support the execution of your Salon's VIP strategy during the spring season, with either personalized one-on-one invitations or host a VIP event for all your Pure Privilege VIPs.

Members can earn triple points on their purchase from April 21 – May 3, 2018. Offer is valid at participating locations, while supplies last. The barcode scanned will triple the awarded points and the offer can only be applied once per transaction. **Please be mindful that this is not to be offered in conjunction with any other bonus point offer or double points offer.** Limit one per member. Not transferable.

Double Points for 10 Days – May 4 – 13, 2018

The more time guests have to shop – the more time they have to earn during Double Points!

Members earn double points for their purchase May 4 – 13, 2018. No code necessary. Offer may not be combined with any other rewards certificates or bonus points offer.

Pure Privilegesm National Advertising Sampling Program – Invati Advancedtm while supplies last

New Invati Advancedtm delivers high-performance results in a simplified regimen, with improved product textures. The goal is to delight guests, making it a system they need—and even one they feel they cannot live without. This launch is an opportunity to engage new, existing and lapsed Invatitm users, by using samples to invite them to our locations to experience Invati Advancedtm.

PP salons received the **new Invati Advancedtm Trio Packs around December 22, 2017** which contain the Invati Advancedtm Exfoliating Shampoo, Invati Advancedtm Thickening Conditioner, and the Invati Advancedtm Scalp Revitalizer, **to support Aveda national advertising campaigns for Invati Advancedtm** --- Invati Advancedtm advertising campaigns will feature call-to-actions for guests who read our advertisements to redeem a complimentary trio pack at participating Aveda salons, stores or with a purchase requirement on aveda.com.

The PP National Advertising Sampling Program is set up as an auto-replenish system, tracked with a PP Barcode. **Please make sure you are tracking all samples given out at your salon.**

Who Qualifies for the National Advertising Sampling Program?

- All Existing Pure Privilegesm locations (including Family) enrolled prior to FY18 who have met an average monthly PP sales volume during FY17 of \$500 or more (\$6K/annual PP sales.)
- All NEW locations enrolled during FY17 will automatically receive the minimum case pack (48) of samples
- All NEW locations to-date in FY18 will receive the minimum case pack (48) of samples
- Locations **EXCLUDED** are existing locations with **LESS THAN** \$500 per month in PP sales for FY17 & inactive locations due to non-payment

Do the Initial Inventory Quantities vary by Location? Yes. Locations fall into 2 categories based on their PP sales in the past FY. Below are the NEW categories and the starting inventory for FY18:

- Category A – all locations with \$100K+ – initial inventory 2 cases/96 pieces
- Category B – all locations with >\$100K OR a NEW location – initial inventory 1 case/48 pieces

How are Replenishments Determined? A weekly file which shows us the number of samples redeemed by location, via the provided PP barcode, this is then deducted from the usage balance for each location and a reorder is initiated based on the inventory tracked.

Additional samples are only sent when your tracking information is up-to-date and when tracked inventory is down to 15 or fewer – **this program will run as supplies last.**

Save-a-Bag Program

We want to encourage members to bring their own bag when coming to Aveda. When guests bring their own bag, instead of using one of ours, they can earn ten points. This program is ongoing.

Upcoming Pure Privilegesm Promotions

Month	Pure Privilege sm System Sell	Pure Privilege sm Salon Service	Double Point Events
March	Any 2 Styling = 500 March 5 – 31	Any Add-on Service +\$25 = 300 BP March 1 – April 30	Double Points 4-Day Event March 1-4
April	Any 1 Skincare or Body Care = 300 April 1 – May 3	Any Add-on Service +\$25 = 300 BP March 1 – April 30	VIP Triple Points Invitation April 21- May 3
May	Any 3 Products = 300 BP May 4 - 31	Any Color Service \$50+ = 1,000 BP May 1 – June 30	Double Points 10-Day Event May 4-13
June	Any 3 Products = 300 BP June 1 – July 8	Any Color Service \$50+ = 1,000 BP May 1 – June 30	We missed you May 24-27

NOTE: All dates and promotions subject to change; changes will be highlighted in this newsletter.

Need a Pure Privilegesm Member Number?

It's easy! Call the Pure Privilegesm Member Service line at 800.230.8051 and the team will help find the member number. Please note, the number above is for Member Service, the same number guests can call; recently, the Pure Privilegesm Salon Team has been receiving calls to look up Member Numbers and they are unable to look up that information.

Contact Us

Need more information about tracking? Have questions about the various promotions or enrollment? Let us know!

Pure Privilegesm Member Service – 800.230.8051 or memberinfo@usafill.com

For questions about member accounts, or for members to call directly.

Pure Privilegesm Salon Team – 800.215.8710 or pureprivilege@aveda.com

For questions about salon accounts or general program queries.

Pure Privilegesm Enrollment and Equipment – FAX: 763.951.6039

Tecmark technical help (VeriFone machine) – 866.471.1018

SalonBiz technical help – 888.809.2802

First Data (Aveda Gift Cards) - IVR number 888.993.4327

For Aveda Old or New Aveda Gift Card balance check or to use balance for purchase redemption

How to Track Samples & Add Bonus Point Offers

If you are using a VeriFone machine:

1. Select Aveda → Pure Privilegesm → Sale.
2. Scan Pure Privilege Card when prompted. If the guest is not a Pure Privilegesm member, please enter the number 0 (zero).
3. Enter purchase amount – or, if the guest is not making a purchase, simply skip this step by hitting the green button.
4. Scan the promotional barcode for the relevant sample or bonus point offer.

If you are using SalonBiz:

1. Add the **sample** item to the sales ticket; make sure the sample SKU is in your product inventory before the first transaction. You may assign any item number you choose.
2. If the guest is getting a **bonus point offer**, add the products being featured in the offer as well as any other purchases/services they are getting.
3. Go to Payment Types → See More → select **Pure Privilegesm Flag**. When you process the ticket, you should be prompted to enter the member number (enter **7358677** if the guest is not a Pure Privilege member).
4. At the **Double Points prompt**, select **YES** and scan in the promotional barcode for the sample or bonus point offer.
 - a. Double Points certificates would also be scanned at this point. As a reminder, **Double Points certificates mailed to members cannot be combined with any other promotion or offer**. New members enrolling will automatically receive double points on their first purchase – no barcode scanning necessary.

Get Your Barcodes Here!

[MAR/APR: Pure Privilegesm Bonus Point Signs \(Available on Aveda PurePro\)](#)

Marketing Library (Sproutcloud) – Search Pure Privilege under Download Center

[MAR: 300 Bonus Points with any Add-On Service \\$25+ \(March 1 – April 30, 2018\)](#)



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[MAR: 500 Bonus Points with Purchase of any 2 Styling Products \(March 5 – 31, 2018\)](#)



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[APR: 300 Bonus Points with Purchase of 1 Skin Care or Body Care Product \(April 1-May 3, 2018\)](#)



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[APR/MAY: VIP Triple Points Event / Invite Only \(April 21-May 3, 2018\)](#)



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[MAY: Double Points for 10 Days \(May 4-13, 2018\)](#)

No Barcode Needed

[Pure Privilegesm National Advertising Sampling Program – Invati AdvancedTM – while supplies last](#)



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[Save-a-Bag Barcode – On-going](#)



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