



AVEDA FY18 Fuel Programs

FY18 is an exciting time for all of us at AVEDA as we transform our Hair Care business and create millions of raving fans with the launch of the Star Product Program. This year is another opportunity to leverage the Marketing & Advertising Support (digital, social, print, etc) from AVEDA to grow guest transactions, loyalty, and revenue within your Salon & Spa.

Why Does My Salon Participate in the AVEDA FY18 Fuel Program?

- Revenue driving program to add additional fuel and yield growth in your business
- Early receipt of innovative product offerings resulting in higher in-salon purchases
- Defined strategy to drive consumer engagement within the salon
- Collateral campaign to ensure maximum visibility to your guest **auto and opt-in only*
- Enhances your commitment to the brand
- Upholds the terms outlined in Brand Equity Agreement

AVEDA FY18 MARKETING STRATEGY

	January	February	March	April	May	June
Period	Period 1	Period 2		Period 3	Period 4	
	12/31 - 02/10	02/11 - 03/24		03/25 - 04/28	04/29 - 06/30	
Guest Mindset	Self-Care	Fashion Week/Valentine's Day	Spring	Easter/Spring Break	Mother's Day/Graduation	Summer Vacation
Primary Focus	Invati Advanced *fuel	Invati Advanced		Earth Month (candle) *fuel	Know What You're Made Of: Star Products Campaign	
Secondary Focus		Feed My Lips *fuel		Feed My Lips	Singular Notes (repackage)	
Star Product (PWL)	Shampure Composition	DR Daily Hair Repair	Phomollient	Thickening Tonic	Smooth Infusion Style-Prep	TBD
Professional Focus	BB Invati Advanced	BB Invati Advanced	BB Phomollient	BB Thickening Tonic	BB Smooth Infusion Style-Prep	
Hair Color Focus	Demi + *fuel	Demi +	Demi +		Eclipting Color	
Pure Privilege (Retail)	Any 2 Hair Care = 500 BP (01/01/01/31)	Any 1 Aroma = 300 BP (02/01-02/28)	DOUBLE POINTS (03/01-03/04) Any 2 Styling = 500 BP (03/05-04/01)	VIP TRIPLE POINTS (04/19-05/03) Any 1 Skin Care/Body Care = 300 BP (04/02-05/03)	DOUBLE POINTS (05/04-05/13) Any 3 Products = 300 BP (05/14-05/31)	WE MISSED YOU DP (05/24-05/27) Any 3 Products = 300 BP (06/01-07/08)
Pure Privilege (Service)	Any Color Service \$50+ = 1000 BP (01/01-02/28)	Any Color Service \$50+ = 1000 BP (01/01-02/28)	Any Add-on Service \$25+ = 300 BP (03/01-04/30)	Any Add-on Service \$25+ = 300 BP (03/01-04/30)	Any Color Service \$50+ = 1000 BP (05/01-06/30)	Any Color Service \$50+ = 1000 BP (05/01-06/30)

*promotions, focuses, and dates subject to change / only (*fuel) product will ship under fuel program

Fuel Program Salon Benefits	Auto-Enroll	Opt-In Enroll	Open Stock
AVEDA FY18 fuel program collateral	X	X	no benefits available
Value opportunity via prepacks	X	X	
Free shipping on FY18 promotional offers	X	X	
Receipt of promotional product prior to on-counter date	X	X	
Priority given when product is on allocation or only available in a limited quantity	X		
Risk Free Acceptance: promotional product may be returned for credit within 90 days without a restock fee (excludes makeup and limited edition) *upon ESP approval; must keep minimum qty for domain	X		
ESP focus shifts 100% to execution and sell thru of FY18 AVEDA programs	X		

*Lifestyle = (1) Premium or (2) Basic / Concept = (1) Basic / Exclusive & Network = (1) Boutique

*auto-enroll shipment is based on salon level & excludes Holiday

*all opt-in orders are due 3-4 weeks prior to on-counter date

*open stock available after on-counter date

*Existing fuel program selection will continue through FY18; If not currently on auto-enroll, please contact the Salon Resource Center to change your selection. (888) 283-3235 or avedaflorida@thesalonpeople.com