

L O V E

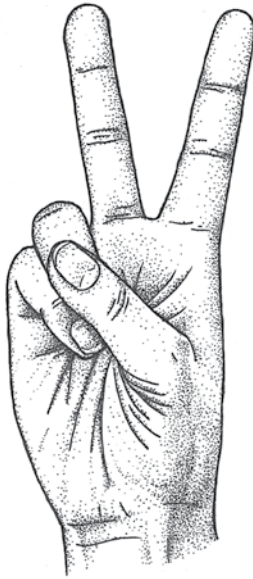


**SALON REWARDS
PROGRAM**

rewards, free stuff,
education, learn,
grow, build, love
and be famous.

LOVE

SALON REWARDS PROGRAM



love is more than just a rewards program... it's a partnership... it's a sense of respect and appreciation for our finest and dearest, our greatest loves... those who's mission it is to tell the truth, to expose the frauds, to keep the hair and beauty industry honest... those who are saving ordinary humans from themselves.

**YOU CAN'T SPELL LOVE WITHOUT
E-V-O. JOIN 'LOVE'.**



SO MUCH MORE THAN...

FRIENDS WITH BENEFITS

REWARDING REBATES*

product rebates to drive your back bar and stylist stations. the right rewards to prove we're not a pyramid scheme.

EVEN BETTER EDUCATION*

fundamental and creative in-salon training from our expert team backed with exclusive access to studio and virtual workshops to keep your creative juices flowing.

SALON EVO-ANGELIST

we'll train and mentor evo advocates in your salon to become 'evo-angelists' who can share the evo love with your team and network.

EXCLUSIVE BRANDING & PRE-MARKET RELEASES

direct access to marketing assets, toolkits and pre-market product releases.

NETWORKING, EVENTS & COMPETITIONS

industry-focused events, networking opportunities and competitions designed to keep you connected and inspired.

HAND-IN-HAND ENGAGEMENT

direct, round-the-clock support and bi-annual health checks to help your business grow and succeed. it's like dating a doctor!

CASH BACK AFFILIATE PROGRAM

receive cash back by referring your clients to evohair.com to purchase their favourite evo products.

GREEN CIRCLE SUPPORT*

we've partnered with green circle salons to support you in recycling, recovering and repurposing salon waste. together we can create a more sustainable professional haircare industry.

**conditions apply depending on your 'LOVE' base level.*

THE BASE SYSTEM

earn monthly rewards as a percentage of purchases across:

evo™

evo
HUEVERSE

evo
fabuloso™







evo
FAB PRO

STAINO by evo
fab pro

**BOTTLE.
evo
BLONDE.**

we'll build our relationship on tiers not tears... if only to help elevate our grammatical humour. our goal is to get you to a home run eventually.

BASE REBATES

<i>level</i>	<i>monthly commitment*</i>	<i>rebate</i>
 ROOKIE	\$500 – \$999	6%
 FIRST BASE	\$1,000 – \$1,999	8%
 SECOND BASE	\$2,000 – \$3,499	10%
 THIRD BASE	\$3,500 – \$4,999	12%
 HOME RUN	+\$5,000	15%
 HALL OF FAME	<ul style="list-style-type: none"> ◦ all evo ranges ◦ 100% of evo and ranges stocked ◦ evo exclusively used at back bar and stylist stations ◦ product spend over \$500* ◦ hue-verse as primary or only colour 	add further 5% to the level above for which otherwise qualify

**total product spend per month, excluding introductory offers, tax and freight.*

LOVE REWARDS

'LOVE' SALONS MAY
REDEEM MONTHLY
REWARDS INCLUDING:



back bar



stylist station



sample size product for in-salon sampling and promotional campaigns



tools



apparel and accessories



green circle salon membership benefits









evo[®] saving ordinary humans from themselves[™]

evo[®] saving ordinary humans from themselves[™]

EDUCATION BENEFITS

progressive fundamental and creative education entitlements in-salon to ensure your team continues to grow and blossom where needed whilst receiving access to discounted studio education.

level	education entitlement		education discount
	fundamental education (yr 1, see education flow chart)*	creative education entitlement (annual) †	local education~
 ROOKIE	✓	n/a	10%
 FIRST BASE	✓	n/a	15%
 SECOND BASE	✓	n/a	25%
 THIRD BASE	✓	1 x complimentary creative education event in salon	35%
 HOME RUN	✓	2 x complimentary creative education events in salon	45%
 EVO FULL CONCEPT - HALL OF FAME	✓	as per level above	add 5% to the level above for which otherwise qualify

*fundamental education for range implementation and tailored fundamental styling, cutting and colour education determined by purchase levels as per education flow chart (next 3 pages) for the first year of being a 'LOVE' salon.






†creative education for the ongoing development and inspiration of salon after 6 months of being a 'LOVE' salon at third base or home run level.

~local education offered in the territory of your evo distributor.



EDUCATION FLOW CHART







evo's progressive flow of education available in salon or studio as an entitlement with purchases or booked through your evo distributor.

course	description	educator	in-salon entitlement (free) with purchases*	education booking†		
				in-salon	studio	
EVO						
<i>fundamental</i>						
	knowledge master	product knowledge	young blood & heavy hitter	any "salon" evo intro offer	—	—
	perfect match	styling	heavy hitter	\$5,000	\$1,000	\$199
	way to the chop	cutting	heavy hitter	\$10,000	\$1,000	\$199
<i>creative</i>						
	hair we go again	styling techniques	regional / creative	—	\$1,800	\$299
	a cut above	cutting techniques	regional / creative	—	\$1,800	\$299

EDUCATION FLOW CHART

course	description	educator	in-salon entitlement (free) with purchases*	education booking†		
				in-salon	studio	
FAB PRO + STAINO						
<i>fundamental</i>						
	sir mix-a-lot	fab pro product knowledge	young blood & heavy hitter	any 'salon' fab pro intro offer	—	—
	vip client day	fab pro + in-salon support	young blood & heavy hitter	\$2,500	—	—
	colour code	progressive direct dye colouring	heavy hitter	\$5,000	\$1,000	\$199

EDUCATION FLOW CHART

course	description	educator	in-salon entitlement (free) with purchases*	education booking†		
				in-salon	studio	
HUE-VERSE						
<i>fundamental</i>						
	salon installation	product knowledge	heavy hitter	any "salon" hue-verse intro offer	—	—
	let there be light	contemporary lightening	heavy hitter	\$10,000	\$1,000	\$199
	base coat	hue-verse foundation colouring	heavy hitter	\$20,000	\$1,000	\$199
	not for the paint hearted	hue-verse progressive colouring	heavy hitter	\$30,000	\$1,000	\$199
<i>creative</i>						
	throwing shades	colouring techniques	regional / creative	—	\$1,800	\$299
	get lit	lightening techniques	regional / creative	—	\$1,800	\$299

*evo product purchases excluding salon's introductory offer purchase. pricing as of march 2021, subject to change.

†class price excluding mannequin heads, suggested price only subject to regional pricing and discount under the 'LOVE' program.



EVO ANGELISTS

a salon evo-angelist lives and breathes evo. they're a household name in the styling or colour world, or are a master of both. they're ready to take those around them under their wing and teach them the evo ways.

each 'LOVE' salon has the opportunity to appoint an evo-angelist for the salon.

TO QUALIFY A STYLIST MUST:

- be a fully qualified stylist practising their craft in a 'LOVE' salon
- be passionate about evo and demonstrate the evo ethos
- want to share the evo message and knowledge with their peers
- be approved by the 'LOVE' salon manager
- apply at evohair.com/pro (under the salon support tab)

BENEFITS AN EVO-ANGELIST WILL RECEIVE:

- welcome pack
- exclusive apron to wear evo-angelist status with pride
- access to the evo-angelist facebook group with round-the-clock support
- dedicated training and mentoring
- free creative webinars to keep those creative juices flowing
- 20% discount on evo tools and apparel



root canal
volumising spray
spray volumisant

*the proverbial coffee
in your morning; a
better pick-me-up than
hitch-hiking naked; the
difference between beta
and vhs; a swimming
pool or bells beach...
help from the roots up.*

200 ml/6.8 fl. oz. (1)

evo™

shape vixen
volumising lo
tion volumi

*shape vixen is th
half of volume i
the complete tot
the beginning
nd; sunrise, sun
the full moon all
slightly eerie re*

200 ml/6.8 fl. oz. (1)

evo™

ONLINE RETAIL AND SUSTAINABILITY SUPPORT

AFFILIATE PROGRAM

evo has always been a family affair. coming from a long line of hairdressing heritage, our family mission to grow and protect the hairdressing business is at our core. together, with our independent distributors we want to continue this quest by helping you to sustain important sales for your salon business.

here's how it works:

- apply as a love salon at evohair.com/pro (under the salon support tab)
- receive a unique salon code to share with your clients – email them, text them, call them...
- receive 20% commission when your clients purchase from evohair.com*
- receive a monthly payment, straight into your bank account

GREEN CIRCLE SUPPORT

green circle salons provide sustainable solutions that help to recycle, recover and repurpose salon waste. we've joined forces to make it even easier for you to do your bit in reducing the environmental impact of the haircare industry.

- 'LOVE' salons at second base level or higher are eligible for reimbursement of their green circle enrolment fee included after joining 'LOVE'
- 90 days after joining the green circle program, 'LOVE' salons can claim up to \$330 product credit, determined by your green circle program level
- to claim, simply email a claim form to your distributor with proof of membership

**less tax, freight and returns, whilst qualifying as a 'LOVE' salon.*

QUALIFICATION FOR LOVE

OR

	<i>salon</i>	<i>independent stylist</i>
OPENING ORDER MINIMUM *	<ul style="list-style-type: none">◦ evo 'in the mix' + fabuloso or fab pro intro <p>OR</p> <ul style="list-style-type: none">◦ hue-verse 'complete classic' intro + fabuloso or fab pro intro	<ul style="list-style-type: none">◦ evo 'déjà vu' + fabuloso 'blonde side up' or fab pro 'tailor made' intro <p>OR</p> <ul style="list-style-type: none">◦ hue-verse 'complete flex' intro + fabuloso 'blonde side up' or fab pro 'tailor made' intro
MAINTAIN	<ul style="list-style-type: none">◦ a minimum of \$500 in evo purchases per month◦ 100% of the evo retail range in stock and on display (as applicable)	<ul style="list-style-type: none">◦ a minimum of \$500 in evo purchases per month◦ 65% of the evo retail range in stock and on display (as applicable)
USE	<p>evo + fabuloso or fab pro at backbar + evo at stylist stations</p> <p>OR</p> <p>hue-verse permanent and demi in backroom + fabuloso or fabpro at backbar</p>	

*evo introductory offers as issued by evo from time to time, the value of which is excluded from rebate calculation.

LOVE FOUNDATIONS

all 'LOVE' salons receive:

WELCOME PACK

- an electronic welcome pack containing ready-to-use evo salon assets and toolkits
- an evo welcome pack including:
 - welcome letter
 - exclusive 'LOVE' badge for your apron
 - 'LOVE' neon sign
 - 'LOVE' window decal

INITIAL STYLIST STATION PRODUCT

- promotional offer of stylist station product for each stylist (see stylist salon deals)

EDUCATION

- tailored, premium in-salon education
- access to studio and virtual education

EVO-ANGELIST*

- welcome pack
- facebook user group education and mentoring
- free webinars
- 20% discount on evo tools and apparel

REBATE

- rebate rewards monthly with orders dependent on base level

SALON SUPPORT

- salon listing on the evo salon locator at evohair.com/pro
- exclusive access to salon and marketing assets and toolkits, available at evohair.com/pro
- in-salon competitions

NEW PRODUCTS PRE-RELEASE

- all new products and information cards to enjoy pre-market release

SALON COMMUNICATIONS

- evo hairald salon email communications each month packed with behind the scenes and salon exclusive goodness

SALON SUPPORT

- direct, round-the-clock access to our 'LOVE' program coordinator at love@evohair.com

ANNUAL 'LOVE' PLAN

- tailored annual 'LOVE' plan and bi-annual health check with evo account manager

ONLINE RETAIL AND SUSTAINABILITY SUPPORT

- commission payments for referring clients to the evo website (evohair.com) for all their favourite evo products
- second base or higher 'LOVE' salons are eligible for green salon enrolment fee in product credit

**excluding 'LOVE' independent stylists.*

LOVE MECHANICS

HOW DO SALONS APPLY?

- simply fill in the 'LOVE' application form at evohair.com/pro (under the salon support tab)[†]
- our 'LOVE' program coordinator will take care of the rest, together with your evo distributor and account manager

HOW DO SALONS REDEEM REWARDS?

- 'LOVE' salons will receive a rewards voucher from their distributor each month
- rewards are provided as a dollar amount of free product, education or accessories based on your 'LOVE' base level
- rewards vouchers are valid for 30 days from receipt
- 'LOVE' salons may redeem their rewards when placing an order through their evo account manager or distributor

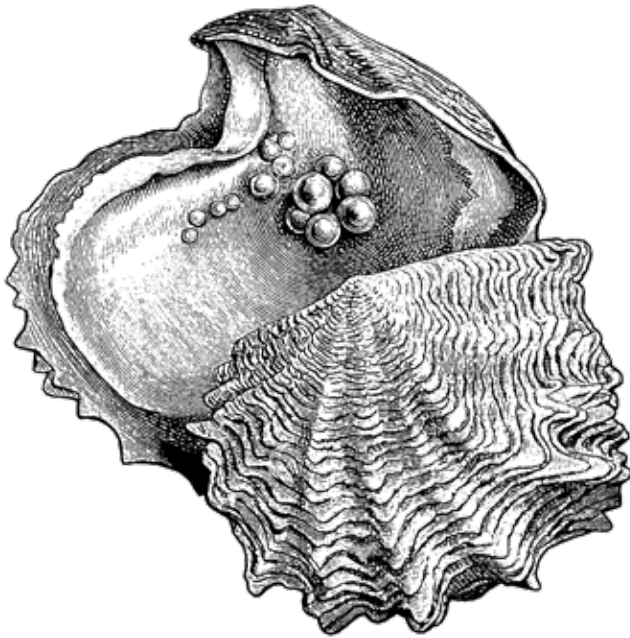
HOW DO STYLISTS APPLY TO BE A SALON EVO-ANGELIST?

- every qualified 'LOVE' salon has the opportunity to nominate an evo-angelist from their salon* as part of the salon application
- the evo-angelist application form at evohair.com/pro (under the salon support tab)

[†]subject to 'LOVE' qualifications and terms and conditions detailed at evohair.com/pro.

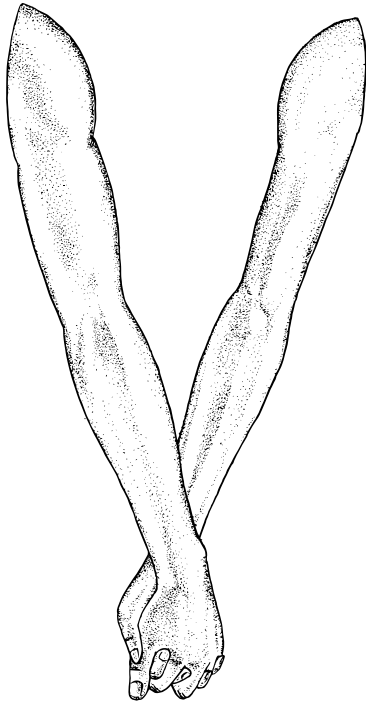
*applies to salons and not independent stylists.

THE PERFECT MATCH



like peaches and cream. like an oyster and pearl.
we are the perfect match! 100% compatible.

LOVE



evohair.com/pro - /evohair - @evopro - #evopro
made in australia, evo labs pty ltd, 17-21 commercial st, marleston, sa 5033