

**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

## **LOVE REWARDS\***

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

## **EXCLUSIVE BRANDING & PRE-MARKET RELEASES**

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

## **EVEN BETTER EDUCATION\***

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

## **NETWORKING, EVENTS & COMPETITIONS**

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

## **SALON EVO-ANGELIST**

we'll train and mentor an evo advocate  
in your salon to become a 'evo-angelist'  
who can share the evo love with your  
team and network.

## **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!

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

# THE BASE SYSTEM

earn quarterly rewards as a percentage of purchases across:

**evo™**

evo  
**fabuloso™**

evo  
**FAB PRO**

**STAINO** by evo  
fab pro

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.

# LOVE REWARDS

<i>level</i>	<i>quarterly commitment*</i>	<i>rewards earned</i>
 <b>FIRST BASE</b>	\$1,500 – \$2,499	8%
 <b>SECOND BASE</b>	\$2,500 – \$3,499	10%
 <b>THIRD BASE</b>	\$3,500 – \$4,999	12%
 <b>HOME RUN</b>	+\$5,000	14%

*\*net product spend per quarter, excludes education, GST and freight.*

# LOVE REWARDS

'LOVE' SALONS MAY REDEEM  
QUARTERLY REWARDS INCLUDING:



*back bar*



*stylist station*



*sample size product for in-salon sampling and promotional campaigns*

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*\*reward value redeemed through your haircare group sales representative at wholesale price ex GST.*



colour charts



tools



apparel and accessories



education

# EDUCATION BENEFITS

progressive fundamental and creative education entitlements in-salon to ensure your team continues to grow and blossom where needed.



## IN SALON

### *fundamental:*

lockdown your fundamental education program with your haircare group sales representative\*.

### *creative:*

want to take your teams knowledge to the next level with a bespoke creative class in salon? H team creative artists ½ day = \$499 inc GST or full day = \$900 inc GST, speak to your HCG sales representative to confirm evo artists pricing and availability\*\*.

## IN STUDIO

### *creative:*

next level creative classes are being held throughout the year, \$379 inc gst per person\*\*.

see the education flow chart for the full range of evo's progressive education available in salon or studio. from fundamental education for range implementation and developmental styling, cutting and colour education, to creative education for the advancement of the salon we have all your bases covered.

*\*in salon fundamental classes are delivered by your haircare group education team.  
annual entitlements are based on overall haircare group purchases.*

*\*\*evo love rewards can be redeemed towards these classes.*



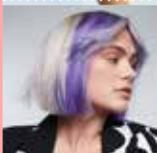
# EDUCATION FLOW CHART

evo's progressive flow of education available  
in salon or studio

<i>course</i>	<i>description</i>	<i>location</i>
<b>EVO</b>		
<i>fundamental</i>		
	<p><b>knowledge master</b></p> <p>product knowledge become the master of hair wizardry by attending our pk master class.learn the sorcery behind mixing and matching products together to create bespoke products. for your client's deepest hair desires. leave this class as a magician, ready to take on any form of hair magic...</p>	salon
	<p><b>perfect match</b></p> <p>styling fall head over heels for our favourite product combos in this interactive styling session. learn how to cocktail, blend and layer for unique results and finishes. walk away confident in all types of product application and ready to win the hearts and hairs of your clients... bad pickup lines not included.</p>	salon
	<p><b>way to the chop</b></p> <p>cutting choose your own adventure and take your own route to the top of the mountain in this customisable cutting and styling workshop. learn to perfect your choice of cutting technique across any gender, hair type or length... then style, dress and finish it in more ways than one.</p>	salon
<i>creative</i>		
	<p><b>hair we go again</b></p> <p>styling techniques just try and resist the pin work, faux fringes, braiding, rolls and knots covered in this advanced styling workshop. learn effective hot tool techniques, directional up -styles and editorial foundations and leave confident in enhancing and elevating your styles with product... all faster than you can yell "mamma mia"!</p>	studio
	<p><b>a cut above</b></p> <p>cutting techniques reach the top of your hair game as you learn advanced creative cutting shapes of all varieties. master the pixie crop, the shag, the long ledge and more... then learn to tailor them to your clients every need. go on, be the hairstylist you were destined to be... a cut above the rest.</p>	studio

*in salon education is available price on application from your haircare group sales representative.*

# EDUCATION FLOW CHART

<i>course</i>	<i>description</i>	<i>location</i>	
<b>FAB PRO</b>			
<i>fundamental</i>			
	<b>sir mix-a-lot</b>	<b>fab pro product knowledge</b> join your pals; fab pro and staino on the ultimate colour fusion revolution. this colourful masterclass will cover customised retail magic, basic product and mixology knowledge, colour theory, formulation and application. go on... jump on the evo-lution of colour fusion.	<b>salon</b>
	<b>vip client day</b>	<b>fab pro + in-salon support</b> walk away from this vip support day with all the tools and the knowledge to keep your colour work lookin' right in-between visits. thanks to fab pro, you can perfectly match and maintain the colour of every client that leaves your chair.	<b>salon</b>
	<b>colour code</b>	<b>progressive direct dye colouring</b> go beyond the rgb as you become confident in creating any shade using the direct dye palette. this course covers everything you need to know from fab pro and staino pigment technology, to in-salon techniques, at-home maintenance and direct dye removal. your colourful new life starts here.	<b>salon</b>

*in salon education is available price on application from your haircare group sales representative.*

# EDUCATION FLOW CHART

<i>course</i>	<i>description</i>	<i>location</i>
<b>HUE - VERSE</b>		
<i>fundamental</i>		
	salon installation product knowledge get to know the hue-verse portfolio inside-out in this salon installation day. learn up to the minute colour theory and leave confident you can slay every technique on the salon floor. it's one small step for you and your salon, one giant leap for your clients' head.	salon
	let there be light contemporary lightening this course contains a distinct lack of blondes in bottles. instead, it covers express blonding techniques using the ever-reliable for all lightening situations. master the lightening process, developer usage and conquer four contemporary techniques to take straight to the salon floor.	salon
	base coat hue-verse foundation colouring go where you've never been before and conquer the evo colour portfolio. learn the science behind the evo colour wheel and undertones and leave the course ready to squeeze your way into colourful new possibilities. we may not possess the answers to the universe but here is your universal answer to our colour.	salon
	not for the paint hearted hue-verse progressive colouring the dispelling of theories... the forging of new frontiers... this colour theory class is everything you could need when it comes to our colour. go forth, perfect your skills in colour selection, mixing, toning, lightening and removal.	salon
<i>creative</i>		
	throwing shades colouring techniques roll up your sleeves and get those creative juices flowing in this hands-on creative colouring course. delve into our universe of colour as you master selection, formulation, creative processing and directional application.	studio
	get lit lightening techniques lovers of all things bright and shiny... this one's for you. light up your life with contemporary lightening, techniques using bottle blonde and hue-verse demipermanent gloss. perfect your skills in balayage, foil placements, softening, blending, toning and clouding.	studio

*in salon education is available price on application from your haircare group sales representative.*



# 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.

## **BENEFITS AN EVO-ANGELIST WILL RECEIVE:**

- welcome pack
- exclusive apron so you can wear your 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
- 10% discount on selected evo tools and apparel\*

## **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 through your haircare group sales rep or at the haircare group website (scan the qr code for a cheeky shortcut)

*\*evo-angelists will need to set up a cash on delivery account with haircare group in order to access discount. this discount is off wholesale price excluding gst, freight and any other discounts.*



**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. ©

**evo™**

shape vixen  
volumising lotion  
lotion volume

shape vixen is the mr  
wolf of volume issues;  
the complete total of all  
volums; the beginning of all  
ends; sunrise, sunset and  
the full moon all in one...  
somewhat eerie really.  
100 ml/6.8 fl. oz. e

evo™

e vixen  
sing lotion  
volume

en is the mr  
volume issues;  
ete total of all  
beginning of all  
se, sunset and  
on all in one...  
erie really.  
l. oz. e

evo  
abulo

PREMIUM B  
POWDER PU  
FORMING SKIN  
COMPENSING T

# QUALIFICATION FOR LOVE

*salon*

## **INTRODUCTORY OFFER**

- salvation or in the mix

## **MAINTAIN**

- a minimum of \$1,500\*  
in evo purchases per quarter
- 100% of the evo retail  
range in stock

## **USE**

evo at backbar and stylist station

*\*wholesale price ex gst and freight.*

# LOVE FOUNDATIONS

all 'LOVE' salons receive:

## **WELCOME PACK**

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

## **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 kit
- advocate training
- free webinars
- facebook user group mentoring
- 10% discount on evo tools and apparel

## **REWARDS**

- 'LOVE' rewards quarterly with orders dependent on base level

## **SALON SUPPORT**

- salon listing on the evo salon locator at [evohair.com/pro](http://evohair.com/pro)
- stylist and marketing tools
- exclusive access to salon and marketing assets and toolkits, available at [evohair.com](http://evohair.com)
- 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](mailto:love@evohair.com)

## **ANNUAL 'LOVE' PLAN**

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

# LOVE MECHANICS



## **HOW DO SALONS APPLY?**

- simply fill in the 'LOVE' application form on the haircare group website, or with your haircare group sales representative'
- our 'LOVE' program coordinator will take care of the rest

## **HOW DO SALONS REDEEM REWARDS?**

- 'LOVE' salons will receive a rewards voucher from their distributor each quarter
- 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

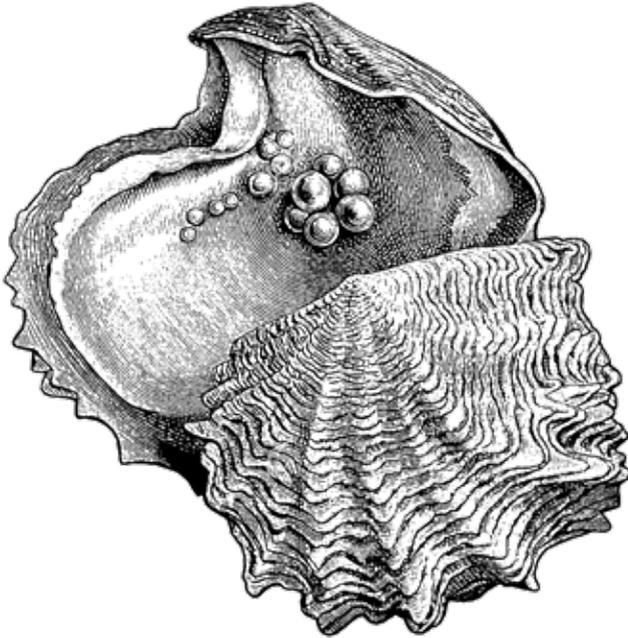
## **HOW DO STYLISTS APPLY TO BE A SALON EVO-ANGELIST?**

- every qualified 'LOVE' salon has the opportunity to nominate an evo-angelist from their salon
- fill-in the evo-angelist application form on the haircare group website, simply scan the qr code above to get straight to it

*\*rewards can be redeemed at wholesale price ex GST. for all terms and conditions please refer to our website [evohair.com/pro](http://evohair.com/pro).*

*†subject to 'LOVE' qualifications and terms and conditions detailed at [evohair.com/pro](http://evohair.com/pro).*

# THE PERFECT MATCH



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

# LOVE

