



SURFACE®

H A I R H E A L T H A R T

SALON REWARDS PROGRAM 2022 USA



We Believe

At Surface, We Believe That Nature Provides The Best Ingredients For Hair Care, Skin Care And Hair Color.

We Also Believe Beauty Professionals Deserve To Earn Above Average Incomes, And To Do So With Products That Respect Their Personal Health And The Earth.

Welcome To Surface, We Are Excited to Partner & Grow With You...





Experience  **SURFACE**[®] *Rewards*
HAIR HEALTH ART



SURFACE SAMPLES



EDUCATION



BACKBAR WORKING PRODUCTS





ORIGINS

\$2,000 - \$4,999 per quarter purchases
1 points per dollar



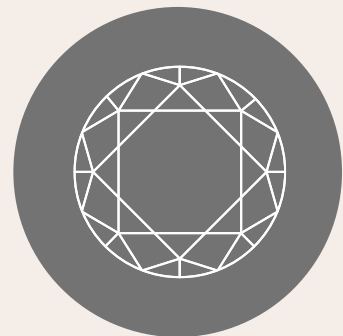
CORE

\$5,000 - \$12,499 per quarter purchases
2 points per dollar



CULTURE

\$12,500- \$18,749 per quarter purchases
3 points per dollar + Culture Elite Rewards
Culture Elite reward value \$3,200 per year



DIAMOND ELITE

\$18,750 - \$24,999 per quarter purchases
3 points per dollar + Diamond Elite Rewards
Diamond Elite reward value \$8,800 per year



BLUE DIAMOND ELITE

\$25,000+ per quarter purchases
3 points per dollar + Blue Diamond Elite Rewards
Blue Diamond Elite reward value \$15,000 per year



SURFACE[®]
HAIR HEALTH ART

*Surface Quarterly
Rewards Levels*



Surface Elite Salon Program 2022

SURFACE ELITE SALON LEVELS

1. CULTURE +\$12,500 PER QUARTER
2. DIAMOND +\$18,750 PER QUARTER
3. BLUE DIAMOND +\$25,000 PER QUARTER

ELITE SUPPORT VALUE PER YEAR

- \$3,200 PER YEAR (SAMPLING \$1,400, EDUCATION & BUSINESS \$1,800)
- \$8,800 PER YEAR (SAMPLING \$3,300, EDUCATION & BUSINESS \$5,500)
- \$15,000 PER YEAR (SAMPLING \$5,500, EDUCATION & BUSINESS \$9,500)

- Purchases are calculated on the year's quarters of Jan -Mar, Apr -June, July -Sept and Oct -Dec. Purchases are calculated per single location. Multiple locations may combine purchases to qualify however product will be shipped to one location and support shared between the locations. Surface reserves the right to alter the program at their discretion.
- Salon must achieve two quarters in a row to qualify in achieving one of the above Elite Levels. Salon will then be registered for following quarter to receive the corresponding Elite Salon Support.
- If an Elite salons purchase's fall below the above purchase level for two quarters in a row the salons Elite status will be adjusted reflecting their purchase level.
- Salons new to Surface who purchase the 'Culture Intro' are automatically enrolled in the Elite Program at the Culture Level. To maintain Culture Elite status within six months of purchasing the Culture Intro the new salons must achieve Culture Reward status of \$12,500 in quarterly distributor purchases.

Culture Elite



\$12,500- \$18,749 per quarter purchases

3 points per dollar + Culture Elite Rewards

Culture Elite Rewards value per year +\$3,200 (\$1,400 sampling + \$1,800 Business)



CULTURE ELITE REWARDS

SAMPLING

- 240 FOIL PACKETS DIVIDED QUARTERLY
- 1 PRE-LAUNCH INNOVATION NEW LAUNCH PRODUCTS
- 1 FULL SIZE OF ALL NEW RETAIL PRODUCTS

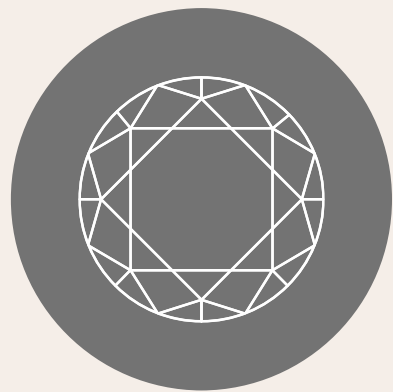
MERCHANDISING

- QUARTERLY MERCH KITS
- PRODUCT BOOKLETS
- MIRROR CLINGS & PRODUCT EASELS
- RETAIL BAGS + RECOMMENDATION FORMS

BUSINESS SUPPORT

- QUARTERLY PLANNING MEETING
- QUARTERLY LIVE OR VIRTUAL TEAM TRAINING
- BI-MONTHLY SOCIAL MEDIA SUPPORT
- 1 TICKET TO GLOBAL FORUM-SURFACE SHOW

Diamond Elite



\$18,750 - \$24,999 per quarter purchases

3 points per dollar + Diamond Elite Rewards

Diamond Elite rewards value per year +\$8,800 (\$3,300 sampling + \$5,500 Business)



DIAMOND ELITE REWARDS

SAMPLING

- 16 LITERS & 37 STATION STYLERS DIVIDED QUARTERLY
- 240 FOIL PACKETS DIVIDED QUARTERLY
- 1 PRE-LAUNCH INNOVATION NEW LAUNCH PRODUCTS
- 3 FULL SIZE OF ALL NEW RETAIL PRODUCTS

MERCHANDISING

- QUARTERLY MERCH KITS
- PRODUCT BOOKLETS
- MIRROR CLINGS & PRODUCT EASELS
- RETAIL BAGS + RECOMMENDATION FORMS

BUSINESS SUPPORT

- QUARTERLY PLANNING MEETING
- BI-MONTHLY LIVE OR VIRTUAL TEAM TRAINING
- BI-MONTHLY SOCIAL MEDIA SUPPORT
- 1 IN-SALON TRAINING WITH CULTURE LEVEL ARTIST
- 2 TICKETS TO GLOBAL FORUM-SURFACE SHOW, 1 HOTEL ROOM 2 NIGHTS, 1 AIRFARE CREDIT UP TO \$300

USA PRICING

Blue Diamond Elite



\$25,000+ per quarter purchases

3 points per dollar + Blue Diamond Elite Rewards

Blue Diamond Elite rewards value per year +\$15,000 (\$5,500 sampling + \$9,500 Business)



BLUE DIAMOND ELITE REWARDS

SAMPLING

- 24 LITERS & 54 STATION STYLERS DIVIDED QUARTERLY
- 480 FOIL PACKETS DIVIDED QUARTERLY
- 1 PRE-LAUNCH INNOVATION NEW LAUNCH PRODUCTS
- 6 FULL SIZE OF ALL NEW RETAIL PRODUCTS

MERCHANDISING

- QUARTERLY MERCH KITS
- PRODUCT BOOKLETS
- MIRROR CLINGS & PRODUCT EASELS
- RETAIL BAGS + RECOMMENDATION FORMS

BUSINESS SUPPORT

- QUARTERLY PLANNING MEETING
- MONTHLY LIVE OR VIRTUAL TEAM TRAINING
- MONTHLY SOCIAL MEDIA SUPPORT
- 2 IN-SALON TRAINING WITH CULTURE LEVEL ARTIST
- 4 TICKETS TO GLOBAL FORUM-SURFACE SHOW, 2 HOTEL ROOMS- 2 NIGHTS, 2 AIRFARE CREDITS UP TO \$300

USA PRICING



SURFACE REWARDS GOAL PLANNER

Maximize your backbar and education benefits with Surface Rewards program! The graph below showcases an achievable level system for all sized salons. Easy tracking by rewards level, sell through of units sold per stylist, with monthly and quarterly goal setting.

DOLLAR & UNIT PURCHASES BELOW ARE BASED ON PER QUARTER DISTRIBUTOR PURCHASES AT SALON COST
STYLIST UNIT (AKA- BOTTLE) TOTALS ARE BASED ON MONTHLY (M) & QUARTERLY (Q) SELL THROUGH GOALS
UNIT CALCULATION BASED ON RETAIL SIZE ONLY WITH AVERAGE OF \$15 PER UNIT (EXCLUDES LITERS, MINIS & BOX SETS OR PROMOTIONAL DISCOUNTS)

	1 STYLIST	3 STYLISTS	5 STYLISTS	10 STYLISTS	20+ STYLISTS
ORIGINS LEVEL \$2,000+ PURCHASES 133 UNITS	44 units per M 133 units per Q	15 units per M 45 units per Q	9 units per M 27 units per Q	5 units per M 14 units per Q	3 units per M 7 units per Q
CORE \$5,000+ PURCHASES 333 UNITS	111 units per M 333 units per Q	37 units per M 111 units per Q	23 units per M 66 units per Q	11 units per M 34 units per Q	6 units per M 17 units per Q
CULTURE \$12,500+ PURCHASES 833 UNITS	278 units per M 833 units per Q	93 units per M 278 units per Q	56 units per M 167 units per Q	28 units per M 84 units per Q	14 units per M 42 units per Q
DIAMOND \$18,750+ PURCHASES 1,250 UNITS	416 units per M 1,250 units per Q	139 units per M 250 units per Q	83 units per M 250 units per Q	42 units per M 125 units per Q	21 units per M 66 units per Q
BLUE DIAMOND \$25,000+ PURCHASES 1,666 UNITS	555 units per M 1,666 units per Q	185 units per M 555 units per Q	111 units per M 333 units per Q	56 units per M 167 units per Q	28 units per M 83 units per Q