



KÉRASTASE

PARIS



**KERASTASE
LAUNCH PRE-COMMITMENT
INCENTIVE FOR SALONS
2024**

LAUNCH PRE-COMMITMENT INCENTIVE

What is it?

What is the Launch Pre-Commitment Incentive?

The Launch Pre-Commitment Incentive is an exclusive offering that allows customers to commit to purchasing all launches throughout the year, unlocking a range of exclusive benefits.

How does it work?

Participants in the Launch Pre-Commitment Incentive make a commitment to purchase all launches in 2024. In return, they receive a variety of benefits, such as stylist gifting, significantly more LEVEL Loyalty Points, early access to value offerings, a higher rebate on launch purchases and both higher value and added GWP options on launch offers.

Can participants choose which launch offer size they commit to?

Participants have the flexibility to select their launch package size for each launch based on salon size and stylist count at the time of the initial commitment. At the time of shipping, participants have the option to upgrade to a larger launch package if they so choose.

How do customers sign up for the incentive and how does the timing look like?

Signing up for the Launch Pre-Commitment Incentive is easy. Participants choose all launch bundle packages by February 29th 2024 during their Business Review and Growth Plan Meeting with their Business Development Manager. They will receive timely notifications about when the new products will be shipped.

LAUNCH PRE-COMMITMENT INCENTIVE

Salon pre-commitment to all 2024 launches by 2/29

	Pre-Commitment	Without Commitment
SIGNING BONUS		
LEVEL Points Bulk Deposit	20,000	0
◆ Shopping Bags	100 pcs	0 pcs
Stylist Gift Box (quarterly)	24 pcs	0 pcs
◆ Early Access to Value Offerings (e.g. Gift Sets, Diffusers)	✓	✗
◆ Rebate Program: double % given on launches	4%	2%
WITH EACH LAUNCH		
◆ LEVEL Points given on launch buy in-dollars	Double points (based on tier)	Standard points (based on tier)
Higher value and added GWP options on launch offers	✓	✗

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Launch Packages ~ Estimates



OPTIONAL



	Première			Elixir Ultime		500ml	
	INTRO	BOUTIQUE	LUXE	BOUTIQUE	LUXE	BOUTIQUE	LUXE
Buy In	\$775	\$1550	\$2200	\$450	\$900		
Savings	29%	35% (29% w/o)	41% (33% w/o)	20% (18% w/o)	24% (18% w/o)		
Exclusive to participants		5 Première Fragrance Diffusers 5 Luxury Fragrance Diffusers 36 additional samples	10 Première Fragrance Diffusers 10 Luxury Fragrance Diffusers 72 additional samples	Additional samples		Coming soon!	
Choice (mark your choice with x in box)							

I agree and commit to the above package selections and understand that I will receive the products at the time of launch ship date. I am aware I can upgrade to a larger selection before each ship date.

Customer's signature and date