



LEVEL LOYALTY

Brand Earned Education

Based on Salon Purchases

ANNOUNCING!

LEVEL is excited to partner with the PPD Brand education teams to bring you a new way to manage earned education for you and your salons!!





Only 22% of salons are using LEVEL for education

However, LEVEL salons that have redeemed for a PPD Brand class grow on average 8.4% higher than non-educated members

LEVEL = Centralized Booking

Salons will be in charge of their own booking experience (with the ability for the SBP and EEM teams to book for the salon through the LEVEL website when needed)

Grow Educated Salons

- More salons utilizing earned education
- Salons can upgrade to higher tiers or workshop style with points/cc
- Salons will see other class offerings that may inspire future bookings
- Streamlined marketing efforts to drive more education bookings

Streamline / Simplify Work

- Less administrative work for SBP teams
- All education can be booked through LEVEL – faster process
- Less back and forth confirming dates, desired artists and education needs (tripods, mannequins, etc.)
- Streamlined tracking for utilization and ROI

NEW! Earned Education

For salons that have spent enough to earn an education event:

- ☐ Plan education
- ☐ Provide salon with the coupon code based on what they qualify for.
- ☐ Salon redeems on LEVEL and uses coupon code at check out.



LEVEL Earned Education Booking Process

www.levelloyaltyrewards.com

#LEVELforall

Hi Brands ▾

BRONZE 14,860 Points

LEVEL

4 My Wishlist

1 My cart

Featured

Stylist Must Haves

Brand Marketing

Education

Asset Library

Search... 

Good Afternoon,
Brands



14,860 points

BRONZE

Spend \$3,000 to reach Silver ⓘ

[View all points activity →](#)



 DISCOVER CLASSES

 YOUR UPCOMING CLASSES

 ITEMS IN POINTS RANGE

 EXPIRING SOON



Please note: Each brand will have their own earned education tile

MATRIX EVENT

Matrix Earned Education

★★★★★ (0) [Write a review](#)

60,000 Points

 Time	Upon Request
 Location	Salon Location
 Instructor	Varies

Matrix Earned Education
Special Offer

1. Select a course

Select Class Type:

- ☐ SoColor 101:
- ☐ SoColor Sync + Tonal:
- ☐ SoColor 10 min:
- ☐ Coll Color:
- ☐ Curated SoColor Cult:
- ☐ Haircolor for All:
- ☐ Blonding for All:
- ☐ Matrix Styling:
- ☐ Retail Use it, Believe it:
- ☐ Monetizing Social Media:
- ☐ Cover, Conquer and Slay Gray:
- ☐ All About Curls'N'Color:
- ☐ Unlock Haircolor Formulation:
- ☐ 4D Foilage:
- ☐ Balayage Like a Pro:
- ☐ Matrix Color Melting Techniques:
- ☐ Tone and Transform:
- ☐ SoColor Cult Mixology:
- ☐ Matrix Blonding Express Techniques:
- ☐ Modern Color Chemistry:
- ☐ Contoured Shadow Lights:
- ☐ Rise and Shine Highlights:



LEVEL Process

Select Course

LEVEL Process

Enter
Required Info

Please note: Each brand will have their own earned education tile



MATRIX EVENT
Contoured Shadow Lights
60,000 POINTS
0 POINTS

1. Education Preferences [Edit](#)

Class Details

Preferred Day of the Week
Sunday

Number of Stylists in Salon
1

Equipment for the Class
Tripods: 11

Salon & Distributor Details

Account Info
reliable_0012345678

Salon Name
Elleen Salon

Salon Contact Person
Elleen Sullivan

Salon Email
Lauren.Jamer@loral.com

Emergency Contact Number
7186195777

Preferred Contact Method
Account Email

Would you like to receive Continuing Education Credit, if available?
No

2. Review Order

Promo Code [Apply](#)

Promo code MATRIXEARNEDU2 - Applied

[REMOVE](#)

PLACE ORDER

151,967 Points

-60,000 PTS (promo)
0 PTS

REMAINING: 151,967 PTS



MATRIX EVENT

Contoured Shadow Lights

60,000 POINTS

0 POINTS

151,967 Points

-60,000 PTS (promo)

0 PTS

REMAINING: 151,967 PTS

LEVEL Process

Please note: Each brand will have their own earned education tile

1. Education Preferences [Edit](#)

Class Details

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Salon Email
Lauren.Jamer@loral.com

Emergency Contact Number
7186195777

Preferred Contact Method
Account Email

Would you like to receive Continuing Education Credit, if available?
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2. Review Order

Promo Code Apply

Promo code MATRIXEARNEDU2 - Applied

REMOVE

PLACE ORDER

Enter
Coupon Code

Education Booking Made **Easy!**

Step 1:

Salon Redeems
Earned Education
on LEVEL with
coupon code

Step 2:

SC or Brand
education teams
finalize and
process booking

Step 3:

Artist confirms
and completes
the class

Brand Earned Education Guides
can be found on the DSA

Logging in to a customer's **LEVEL** Account Through Salesforce

NOTE: SBPs can only redeem FULL POINTS on behalf of customers. SBPs cannot redeem when any portion of the item is covered by credit card.

1. In Salesforce, look up an account name or number. Click on the Related tab.

The screenshot shows a Salesforce account record for 'ALEXANDRIA KELLY'. The account number is 0011342427, status is 'A', and phone is 508-339-9161. The account owner is Danielle Mullin. Below the account details, there is a 'Related List Quick Links' section with links to Business Growth Calculators (1), Cases (10+), Loyalty Reward Distributor Accounts (1), Survey Response (0), Contracts (0), and Notes (0). At the bottom, there are tabs for Details, Related (highlighted), Chatter, and Activity.

Account Number	Status	Phone	Account Owner
0011342427	A	508-339-9161	Danielle Mullin

Related List Quick Links

- Business Growth Calculators (1)
- Cases (10+)
- Loyalty Reward Distributor Accounts (1)
- Survey Response (0)
- Contracts (0)
- Notes (0)

Details Related Chatter Activity

Logging in to a customer's LEVEL Account Through Salesforce

2. Scroll to the Loyalty Reward Distributor Accounts section and click on the Loyalty Reward Membership number.

Loyalty Reward Distributor Accounts (1)			
Distributor Account Name	Distributor	Store Name	Loyalty Reward Membership
297839	SalonCentric	ALEXANDRIA KELLYMANSFIELD	350597
View All			

3. Click the Log In to LEVEL account button.

[Log In to LEVEL account](#)[View LEVEL Order Details](#)[Add Address and Distributor](#)

4. You are now in the customer's LEVEL account!

LEVEL Earned Education FAQ

Q: What if my salon prefers that I book their education?

A: You can still book education for your salon by logging in to their LEVEL account through Salesforce and completing the steps outlined previously

Q: What if my salon doesn't qualify for a class?

A: All education will still be vetted through the education booking teams. If your salon does not qualify, they can use their points or purchase a class through LEVEL Loyalty.

Q: Do I book education for my New User Kits the same way?

A: At this time, no. All classes for NUKs will be processed in the same way through the education booking form in Salesforce.

Q: What if my salon wants a different class?

A: The classes listed as available for earned education has been pre-determined by the brands. If the salon wants a class outside of this, they can redeem any class of their choice through LEVEL with points and/or credit card.

Q: My salon has earned 2 classes but there is only one code. How do I complete this?

A: Salons that are eligible for 2 classes can use the code twice. Because of the specific nature of in-salon classes, these need to be redeemed separately. You can use the code on check out for each class two times.

LEVEL Earned Education FAQ

Q: What if my salon only qualifies for 1 class but tries to use the coupon code twice?

A: The code will only work one time per customer. If the code has already been used, the customer will receive an error message when trying to use the code a second time.

Q: What if my salon needs to cancel or reschedule their class?

A: For rescheduling, this will follow the same process that currently exists. If the class needs to be cancelled, the LEVEL support team will work with the member on a case-by-case basis to re-issue the code.

Q: Can my salon use any artist to teach the class?

A: All earned education will be booked first with an RE (for brands with REs). If no RE is available or the brand does not use REs, the class will be booked with a LOCAL Tier 1 artist. If no artist is available, the class will be taught virtually unless approved by the brand education teams.

Q: How does my salon owner get the coupon code?

A: There is a coupon code spreadsheet and is also listed in this guide. At this time, codes will be manually provided by the SBP and/or EEM to the salon owner.

Q: Who do I reach out to with any questions?

A: Please reach out to the customer care team with any questions or post your questions in the LEVEL Loyalty chatter page. Any escalations will be sent to the LEVEL team.



LEVEL LOYALTY

Appendices

EARNED EDUCATION 2024

REDKEN
5TH AVENUE NYC

Redken Purchases	\$3K - \$15K	\$15K - \$40K	\$40K+	Black Tier (\$50K+)
Master Class Virtual Tickets	2	2	2	
Live Class with an RE (Tier 1 artist or virtual if unavailable)		1	2	
Custom Plan				1

Redken Spend \$3K - \$14K: REDKENEARNEDEDU1

Redken Spend \$15K - \$40K : REDKENEARNEDEDU2

Redken Spend \$40K +: REDKENEARNEDEDU3

Black tier Custom Plan: Prepared by REDKEN EEM (not processed through LEVEL)

EARNED EDUCATION 2024

L'ORÉAL
PROFESSIONNEL
PARIS

L'Oreal Professionnel Purchases	\$3K - \$15K	\$15K - \$40K	\$40K - \$75K	Black Tier & \$75K +
Virtual Cluster Class Tickets	1			
Live Class with an RE (virtual if unavailable)		1	2	
Custom Plan				1

LP Spend \$3K - \$14K: LPEARNEDEDU1

LP Spend \$15K - \$40K : LPEARNEDEDU2

LP Spend \$40K - \$75K: LPEARNEDEDU3

Black tier Custom Plan: Reach out to LP EEM

EARNED EDUCATION 2024



Matrix Purchases	\$3K - \$5K	\$5K - \$15K	\$15K - \$20K	Black Tier & \$20K +
Master Class Virtual Tickets	1	2	3	4
Live Class with an RE (virtual if unavailable)		1	2	
Custom Plan				1

Matrix Spend \$3K - \$5K: **MATRIXEARNEDEDU1**

Matrix Spend \$5K - \$15K : **MATRIXEARNEDEDU2**

Matrix Spend \$15K - \$20K: **MATRIXEARNEDEDU3**

Matrix Spend Black Tier and \$20K+ : **Reach out to MATRIX EEM**

EARNED EDUCATION 2024



Biolage Purchases	\$5K - \$20K	Black Tier & \$20K +
Live Class (virtual if unavailable)	1	2

Biolage Spend \$5K - \$20K: BIOLAGEEARNEDU1

Biolage Spend Black Tier and \$20K+ : BIOLAGEEARNEDU2



EARNED EDUCATION 2024

MIZANI
TEXTURE LOVE SINCE 1991

Mizani Purchases	\$5K - \$7K	\$7K - \$20K	\$20K +
Virtual Class	1	1	1
Live Class (Tier 1-2 Artist)		1	1
Live Class (Tier 3-4 Artist)			1

Mizani Spend \$5K - \$7K: MIZANIEARNEDEDU1

Mizani Spend \$7K - \$20K : MIZANIEARNEDEDU2

Mizani Spend \$20K +: MIZANIEARNEDEDU3



EARNED EDUCATION 2024



Pureology Purchases	\$5K - \$7K	\$7K - \$20K	\$20K +
Virtual Class	1	1	1
Live Class (Tier 1-2 Artist)		1	1
Live Class (Tier 3-4 Artist)			1

Pureology Spend \$5K - \$7K: PUREOLOGYEARNEDU1

Pureology Spend \$7K - \$20K : PUREOLOGYEARNEDU2

Pureology Spend \$20K +: PUREOLOGYEARNEDU3



EARNED EDUCATION 2024

PULPRIOT

Pulp Riot Purchases	\$10K - \$15K	\$15K - \$25K	\$25K+
Digital Demo	1	1	1
Live Class		1	2

Pulp Riot Spend \$10K - \$15K: PULPRIOTEARNEDEDU1

Pulp Riot Spend \$15K - \$25K : PULPRIOTEARNEDEDU2

Pulp Riot Spend \$25K +: PULPRIOTEARNEDEDU3

Brand	Spend Requirement	Class 1	Coupon Code
Biolage	\$5000 - \$20,000 in Biolage	1 In Salon Class	BIOLAGEEARNEDU1
	Black Tier and \$20K+ in Biolage	2 In Salon Classes	BIOLAGEEARNEDU2
L'Oreal Prof	\$3000 - \$5,000 in L'Oreal Professionnel	1 Virtual Cluster Class	LPEARNEDEDU1
	\$15,000 - \$40,000 in L'Oreal Professionnel	1 In Salon Class	LPEARNEDEDU2
	\$40,000 - \$75,000 in L'Oreal Professionnel	2 In Salon Classes	LPEARNEDEDU3
	Black Tier and \$75K+ in L'Oreal Professionnel	Customer Education Plan – EEM	Reach out to EEM
Matrix	\$3,000 - \$5,000 in Matrix	1 Ticket to Live Stream Master class	MATRIXEARNEDU1
	\$5,000 - \$15,000 in Matrix	2 Tickets to Live Stream Master class	MATRIXEARNEDU2
		1 In Salon Class	
	\$15,000 - \$20,000 in Matrix	3 Tickets to Live Stream Master class	MATRIXEARNEDU3
		2 In Salon Classes	
	Black Tier and \$20K+ in Matrix	4 Ticket to Live Stream Master class	MATRIXEARNEDU4
		Customer Education Plan – EEM	
Mizani	\$5,000 - \$7,000 in Mizani	1 Virtual Class	MIZANIEARNEDU1
	\$7,000 - \$20,000 in Mizani	1 Virtual Class	MIZANIEARNEDU2
		1 In Salon Class (Artist Tier 1-2)	
	\$20K+ in Mizani	1 Virtual Class	MIZANIEARNEDU3
		1 In Salon Class (Artist Tier 1-2)	
		1 In Salon Class (Artist tier 3-4)	

Codes may only be use for qualifying education and are verified by the Education Department.

Brand	Spend Requirement	Class 1	Coupon Code
Pulp Riot	\$10,000 - \$15,000 in Pulp Riot	1 Digital Demo	PULPRIOTEARNEDEDU1
	\$15,000 - \$25,000 in Pulp Riot	1 Digital Demo	PULPRIOTEARNEDEDU2
		1 In Salon Class	
	\$25,000 - \$35,000 in Pulp Riot	1 Digital Demo	PULPRIOTEARNEDEDU3
		2 In Salon Classes	
	Black Tier in Pulp Riot	Customized Education Plan - Brand Lead	Reach out to Brand EDU
Pureology	\$5,000 - \$15,000 in Pureology	1 Virtual Class	PUREOLOGYEARNEDEDU1
	\$15,000 - \$26,000 in Pureology	1 Virtual Class	PUREOLOGYEARNEDEDU2
		1 In Salon Class (Artist Tier 1-2)	
	Black Tier and \$26,000 in Pureology	2 Virtual Classes	PUREOLOGYEARNEDEDU3
		1 In Salon Class (Artist Tier 1-2)	
		1 In Salon Class (Artist tier 3-4)	
	Black Tier and \$40K+ in Pureology	Customized Education Plan - Brand Lead	Reach out to Brand EDU
Redken	\$3,000 - \$15,000 in Redken	2 Master Class Tickets	REDKENEARNEDEDU1
	\$15,000 - \$40,000 in Redken	2 Master Class Tickets	REDKENEARNEDEDU2
		1 In Salon Class	
	\$40K+ in Redken	2 Master Class Tickets	REDKENEARNEDEDU3
		2 In Salon Classes	
	Black Tier	Customized Education Plan - EEM	Reach out to EEM

Codes may only be use for qualifying education and are verified by the Education Department.