

dermalogica®

# profitflash

september 2016

Win  
me!

— NEW! —  
phyto replenish oil  
**staff rewards**

Staff members can  
win product  
or an iPad mini.

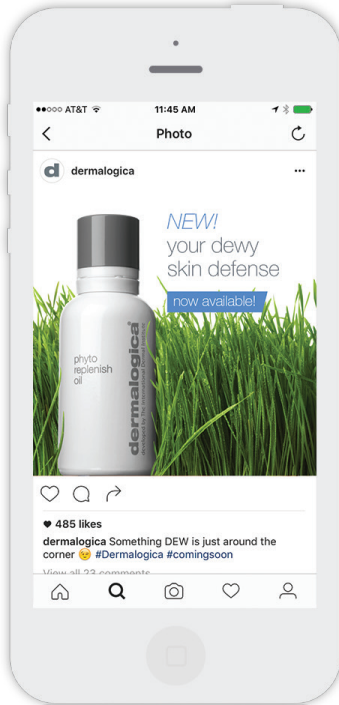


Win me!

phyto  
replenish  
oil

**dermalogica®**  
Developed by The International Dermal Institute

# instagram phyto replenish oil and get rewarded\*

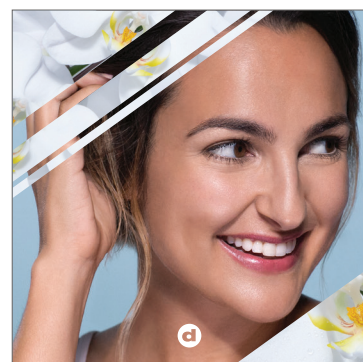


Get your clients excited about the biggest launch of 2016 – and win \$5.00 Product Credit Vouchers\* (PCVs) by sharing your love for dewy skin on Instagram!

Here's how to participate:

- 1 Download the 6 Phyto Replenish Oil launch images at **business.dermalogica.com » What's New » Phyto Replenish Oil Instagram Incentive**
- 2 Post any (or all) of the six **pre-selected** images on Instagram. Earn \$5.00 PCVs for each image posted. (Selected images shown below.) To earn rewards, you must also use the hashtags **#PhytoReplenish**, **#DewySkinDIY** and **#AuthorizedAccount**

Images available on the **Business Center » What's New**



\*Maximum number of earnings are \$30.00 per business Instagram account. Must post pre-selected images by October 31, 2016, to qualify. Please review full incentive rules, available on the Business Center, in order to be reimbursed.



# 1 merchandising

Make Phyto Replenish Oil shine in your space. Use Phyto Replenish Oil merchandising pieces (included in your launch offer) to help ensure every client notices this NEW product in your business.

**Shelf Talker Callouts** draw attention to Phyto Replenish Oil on shelf!



**Table Tents** can be used at your cash wrap, stylist stations or the front reception area to make Phyto Replenish Oil stand out. You can also pair the **Dewy Skin DIY** side of the table tent with a tester or trial size to encourage clients to try the product!

Create a traffic-stopping **Phyto Replenish Oil Hot Spot** to engage shoppers walking by.



\*Grass planters used in display can be found at IKEA!

# 3 steps to launch success

## 2 new! staff rewards for phyto replenish oil

Incentivize your staff to sell Phyto Replenish Oil. Follow these steps to reward your retailing heroes!

**Valid Dates:** September 1<sup>st</sup> – September 30<sup>th</sup>

- 1** Work with your Business Consultant to establish Phyto Replenish Oil sales goals for your business and team members.
- 2** Track your staff's selling progress weekly using the tracker found on the Business Center under What's New » Phyto Replenish Oil Staff Incentive
- 3** Submit completed trackers at **dermalogica.com/launch by October 7, 2016, to receive reward** (see chart below.)



### Set your team up for success!

- Review training materials and videos with staff
- Host a Phyto Replenish Oil event
- Do the Dewy Skin DIY with clients
- For additional tips, please review the incentive guidelines available on the Business Center.

## Reward Tiers

### staff member sells

A **minimum** of 3 Phyto Replenish Oil retail products

### staff member wins\*\*\*



Pick one of 3 full-size products: Phyto Replenish Oil, PreCleanse, or Daily Microfoliant® + receive 1 raffle ticket



Pick two of 3 full-size products: Phyto Replenish Oil, PreCleanse, or Daily Microfoliant® + receive 2 raffle tickets

All participating staff members who achieve their sales goals will be entered in a Dermalogica raffle to win 1 of 3 iPad minis!\*\*



\*\*Please review full incentive rules, available on the Business Center, in order to be reimbursed.

\*\*\*One tracker form submitted per staff member.



# 3

# reward loyal customers!

**spend \$200**  
in AGE smart®  
— products —  
**receive 4**  
— retinol —  
power couple  
**GWPs!**\*

**Plus**, earn **one**  
more **GWP** for  
every additional  
**\$50 AGE Smart®**  
— purchase. —

This premium gift features two  
of our **most powerful** Retinol  
treatment products — both with  
**state-of-the-art** microsphere  
retinol technology for unsurpassed  
age reversal. **It's the perfect**  
**age-fighting duo**, suitable for  
both face and eyes!



Digital Materials available on the  
**Business Center > What's New**

**\$50**  
retail value!



Each GWP  
includes

- 1 – **Age Reversal Eye Complex** (0.17 OZ)
- 1 – **Overnight Retinol Repair** (0.24 OZ)  
with Buffer Cream
- 1 – **Deluxe Envelope Bag**
- + **FREE Display Sheet with GWP!**

**GWP code:** 300729

**total retail value:** \$50.00

Suggested  
Client Offer

**Buy \$75.00** in AGE Smart® products  
and **receive a free GWP.**

\*Limits may apply. While supplies last.

# last chance to purchase!\*

## Hurry, while supplies last!

**buy**

code	item	size	qty.	professional price	your cost
111247	Phyto Replenish Oil	1 OZ	6	\$37.50	\$225.00

**get**

code	item	size	qty.	professional price	total value	your cost
711247	Tester	1 OZ	1	\$36.50	\$36.50	FREE!
5436	Trial Size	0.17 OZ	6	\$3.00	\$18.00	FREE!
611247	Foil Samples	each	12	\$0.40	\$4.80	FREE!
5445	Display Sheets	3pk	1	\$2.00	\$2.00	FREE!
5444	Consumer Brochure	24pk	1	\$5.00	\$5.00	FREE!
5447	Shelf Talker Inserts	2pk	1	\$1.00	\$1.00	FREE!
5486	Bag Stuffer	24pk	1	\$2.50	\$2.50	FREE!
5446	Training Manual	each	1	\$1.50	\$1.50	FREE!
5494ST	Shelf Talker Callouts	each	1	\$5.00	\$5.00	FREE!
5494TT	Table Tents	each	2	\$3.00	\$6.00	FREE!

offer code	your price	value of free goods	total value	total savings
300725	<b>\$225.00</b>	\$82.30	\$307.30	27%



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**profit** flash

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