



mymarketing guide

Dermalogica's mymarketing program makes communicating to your new and existing clients simple and cost effective, providing an excellent opportunity for business growth.

dermalogica
professional-grade skin care by The International Dermal Institute



your mymarketing fund

Each time you place an order with Dermalogica, you earn 10% of your subtotal in mymarketing dollars (including paid Opening Orders). Your mymarketing fund is accrued from January 1st and December 31st and funds must be used within that calendar year. However, Dermalogica will give you 15 months – until March 31st of the following year – to submit invoices to receive reimbursement.

Your reimbursement credit will depend on the balance of your mymarketing fund. For example – if 50% of the cost of your approved advertisement is \$1,000 and the balance of your mymarketing account is \$500, the maximum amount of \$500 will be applied as a credit on your Dermalogica account. If you would like the reimbursement to cover the full 50%, you can wait until you have enough in your funds and submit the invoice then.

how much is my fund?

Your fund can be viewed online at any time via myaccount.

Visit: myaccount.dermalogica.ca > My Account > My Documents > mymarketing Summary.

where can I find artwork and imagery?

All Dermalogica logos and images can be found on the Dermalogica Business Centre. All imagery used should be current and not more than 2 years old.

where can I find my credit?

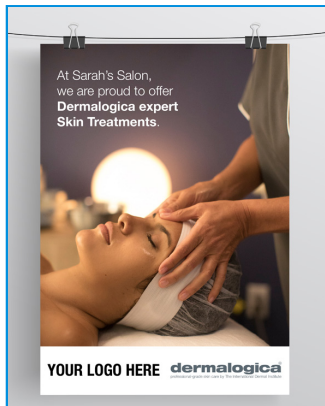
Your credit can be viewed online at any time via myaccount once it has been posted to your account.

When a mymarketing claim is submitted please allow our finance team 3-4 weeks to post the credit on your account.

Visit: myaccount.dermalogica.ca > make payment > credit memos

what type of advertising is covered?

advertisement	reimbursement	how to claim
Print and Online Advertising* Magazine/Newspaper/Radio/Instagram/Facebook (excludes SEO and Search ads)	mymarketing can cover 50% of both the cost to produce the publication/advertisement and the cost to run the publication/advertisement	<ul style="list-style-type: none"> All advertisements need to meet the artwork guidelines (see following page) to receive reimbursement Once your ad is published and paid-for, send a copy/scan of the published advertisement and invoice(s) to: mymarketing.ca@dermalogica.com
Assets on Business Centre Assets must have relevant use for advertising (display sheets/consumer brochures/posters)	mymarketing can cover 50% of the cost to print the assets	<ul style="list-style-type: none"> Relevant assets on the Business Centre are pre approved Once you print the asset, send a copy/scan of the asset printed and invoice(s) to: mymarketing.ca@dermalogica.com
Video Production/Editing/Resizing	mymarketing can cover 50% of the cost of video production, editing or resizing of a video	<ul style="list-style-type: none"> All advertisements need to meet the artwork guidelines (see following page) to receive reimbursement Once you produce/edit/resize a video, send a copy/scan of the asset and invoice(s) to: mymarketing.ca@dermalogica.com
Pre-Approved Merchandising Items	mymarketing can cover 50% of the cost of pre-approved merchandise	<ul style="list-style-type: none"> All items under the "merchandising materials" section of the order form are pre- approved Your item will automatically be discounted by 50% at the time of purchase
Custom Artwork Creative Use our Dermalogica designer to create your own posters, signage, mail outs, emails, social media posts and other forms of advertisement	mymarketing can cover 50% of the designer fees and the cost to produce the asset	<ul style="list-style-type: none"> Follow the outline on page 4 for steps on how to get artwork created and reimbursed
Please note: mymarketing does not cover installation costs, hardware, fixtures, shipping costs or taxes. *If you are using an agency, account management and agency fees are not covered by mymarketing.		



good example

- Dermalogica logo similar size as salon's
- No other skincare brands mentioned
- Correct trademarks used
- Font is Helvetica Neue
- Clean, non-fussy and results driven



bad example

- Dermalogica logo too small
- Old product imagery
- Too much text & incorrect font
- Does not reflect the Dermalogica® brand

To have your claim approved, the following artwork guidelines must be followed:

- The Dermalogica logo must be included and must not be altered in anyway.
- Other skincare brands must not be mentioned.
- Your skin centre logo must be a similar size to the Dermalogica logo.
- Any Dermalogica terms or brands must have the correct trademarks for example: Dermalogica®, AGE smart®, Clear Start™, Face Mapping® skin analysis, etc.
- At least 50% of the content and images must be dedicated to Dermalogica skin treatments and/or Dermalogica retail products.
- All advertisements must reflect the Dermalogica brand correctly: clean, scientific, professional, non-fussy, results-driven, promote skin health (not beauty or pampering) etc.
- Advertisements cannot discount Dermalogica products or services.
- Business Centre assets must have relevant use for advertising. Assets that are for internal use, for example, training manuals, facefit cards and consultation cards are not covered.

the process

Here is the process for a standard advertisement claim:

1. Create artwork/materials adhering to the mymarketing guidelines or download appropriate artwork from the Business Centre.
2. Get artwork/materials approved by sending a draft to: mymarketing.ca@dermalogica.com (Note: Business Centre artwork is pre-approved, you do not need to send it for approval).
3. Get the artwork printed or run the advertisement.
4. Pay for the advertisement or materials in full.
5. Scan and send a copy of the advertisement & the paid invoice to: mymarketing.ca@dermalogica.com.
6. The mymarketing team will raise a credit on your Dermalogica account for 50% of the invoice.

Here is the process for pre-approved merchandising items:

1. Choose which items you would like from the “merchandising materials” section of the order form.
2. Call in to place your order and let our Client Relations Team know you would like to purchase your chosen merchandising materials with your mymarketing fund.

Your items will be discounted at the time of purchase.

what is the process for a custom artwork creative?

1. Create artwork adhering to the mymarketing guidelines with Dermalogica designer by filling out the artwork brief. The brief can be found on the Business Centre under the “programs” section.
2. Submit artwork brief to kristalamdesigns@gmail.com. Please allow a 5 business day turnaround time from the designer to receive the first draft.
3. Once you are satisfied with the artwork, send to: mymarketing.ca@dermalogica.com for approval.
4. Once approved, get the artwork printed and/or run the advertisement.
5. Pay for the designer, materials and/or advertisement in full.
6. Scan and send a copy of the advertisement & the paid invoice of designer, materials and/or advertisement to: **mymarketing.ca@dermalogica.com**.
7. The mymarketing team will raise a credit on your Dermalogica account for 50% of the invoice(s).

Terms and Conditions: Dermalogica reserves the right to deny funding to artwork which fails to meet the mymarketing guidelines. Submissions to utilize the previous year's fund will not be accepted after March 31st of the subsequent year under any circumstance. 10% of your subtotal value goes into your fund.

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