



devoted
creations®
SKINCARE

FIVE STAR DIAMOND
2023-2024

devoted
creations®
SKINCARE

SELFIE
Glow Sunless

Podz
EYEWEAR
Protecting the World's Most Beautiful Eyes

TANOVATIONS™
Ed Hardy
Tanning

Hemp IQ
PURE HERBAL EXTRACT BLEND

COSMOsun
by COSMOPOLITAN

LUCASOL™

Devoted To YOUR Success

Devoted Creations is dedicated to providing professional tanning salons with the highest quality Sun Care products for nearly 20 years. We pride ourselves on offering 15 diverse product lines designed to meet the needs of all salon clientele. **Devoted Creations** is currently sold in over 70 different countries and is one of the fastest growing brands within the Sun Care Industry. It also is one of the most recognizable Brands worldwide when it comes to quality Skin and Sun Care.

We guarantee that our products contain only the finest and freshest ingredients, as we are directly involved in every step of each product's development. We pride ourselves on our products being custom manufactured to allow us to control every aspect of the product's development from design - formulation - testing - manufacturing - packaging and most of all - Quality. Our products are recognized around the world as a leader in advanced cosmetics with the finest formulas of the highest quality and produced with the best ingredients possible.

Our Formulations utilize the hydrating benefits of Aloe Vera Gel, by using it as the first ingredient in our core products ensuring optimal and effective skin care results. Customers deserve the choice of a higher quality moisturizing-based product than the standard water-based lotions most commonly found in our industry. We are continually working with major cosmetic companies to better formulate products using the latest "State of the Art" ingredients. Our chemists are often found in laboratories throughout the world working hand in hand with ingredient suppliers developing the most effective and cutting edge products.

In addition to the **Devoted Creations** Brand, we represent other well-known Brands such as **Ed Hardy, Tanovations, CosmoSun by Cosmopolitan, Podz Eyewear, Lucasol, Sunnies, Selfie Glow Sunless and Hemp IQ**, just to name a few. We support other "cutting edge" formulations focused on coconut water or other high quality novel ingredients. Our vast product offering, allows our salon partners to meet all of their clients' needs and operate their individual salon successfully. Brand recognition and unique, cutting edge effective products - Guarantees to satisfy every type of consumer.

Devoted Creations family of brands takes a unique approach to ensuring success and satisfaction for our Salon Partners. With a well-trained staff of product educators, specific to the Tanning Salon Industry, **Devoted Creations** Trainers are second to none in terms of knowledge and their instructional abilities when it comes to the understanding of our products. The Staff is Award Winning and recognized as the Top Training Specialists. They provide guidance, support and sales/product knowledge needed for Salon Staff to be successful.

As a result-driven company, **Devoted Creations** is a clear leader. Placing incredible attention to Education, Marketing, Packaging, Quality and Innovation, the **Devoted Creations'** line up of Products is positioned for Success. Having won multiple awards for Best Packaging Design, Best Bronzer, Best Aftercare/Moisturizer, Best Non-Bronzer, and Best Marketing Campaign, Year over Year, accentuates all of our accomplishments and is evidence of our committed efforts to continue this same success for our Salon Partners!

**Join the #TanLife family and let
Devoted Creations be your
partner for success!**

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www.devotedcreations.com



Once the salon submits a program acceptance form, they will receive a welcome kit after they place their initial order through an authorized Devoted Creations distributor of at least \$250 per store.



UNLIMITED SALON EVENT SUPPORT

At Devoted Creations we support our salon partners by supporting their marketing efforts! We provide event kits that are designed to assist salons through customer appreciations, anniversaries, free tan weekends or whichever events work well in their market. Salon Event Kits include various posters, packets and literature. As a Five Star Diamond Member you have access to unlimited event support throughout the year. Reach out to your distributor and fill out a Salon Event Kit Request Form with all information needed 14-21 days prior to your event so we can make sure there is enough time for shipments to arrive. *Event kit items may vary*

Easy User Friendly Training Manuals

Our training manuals are designed to support your sales staff and provide them with the knowledge necessary to sell our products. By including a breakdown of key terminology, and frequently asked questions, our training manuals have become the tool of choice for many salons throughout our industry. The Devoted Creations Product Training Manual describes each product within the following categories.

1. Features (Quick details on the product)
2. Benefits (An in-depth description of the key ingredients)
3. Key Selling Statement (A selling example)
4. Product Action (Basic information)



THE DEVOTED DIFFERENCE - SALON EDUCATION

We believe that successful salon consultants are the ones who are given all the proper tools necessary to do their job. A major component of this is the quality of our training. Education is the key to success in any field, and knowledge is power! Devoted Creations offers both personalized In-Salon and web-based trainings to meet the demands and time schedules of your salon. What makes our trainers unique is all our training staff has salon and management level backgrounds. This allows our training sessions to be more customizable, based on the needs of your salons from the experience of our training staff.

TRAINING OPPORTUNITIES ALL YEAR



CLIENT SUPPORT WEB ACCESS & DEVOTED ON DEMAND

Once the salon has sent in their Five Star Diamond Acceptance Form, they can visit DevotedonDemand.com to register for exclusive access to our on-demand training website that features recorded trainings and corresponding presentations. Devoted On Demand holds a library of all web based trainings that go over products and sales, customer service, and salon informational videos. This feature is available 24 hours a day, 7 days a week, 365 days a year! The client support section on DevotedCreations.com gives you access to all things Devoted. Please call our office to receive a username and password. You will be given access to product images, product fact sheets, powerpoint presentations, online training videos, in-room advertising images, model images, logos, salon promotional materials, price guide, training books and incentive programs.

INTERACTIVE TRAINING CENTER LIVE WEBINARS

Throughout the year we offer web-based training sessions that focus on products and sales, salon basics and social media tactics. They are a fun and convenient way to get your staff trained on a variety of topics so they can be well rounded and knowledgeable associates! Days and times vary from week to week so that we are able to best accommodate everyone's schedules. During new product launches and busy season, more sessions are available each week. We work with our salon partners to customize our trainings on subjects which are highly requested so we can tailor them to your salon's needs.

IN SALON PRODUCT TRAININGS

In salon product trainings are a valuable part of our training program. One of our highly qualified trainers will work with you to schedule a date and time to coordinate your salon training for your employees on lotion basics and the Devoted Creations product lines. Training sessions typically last up to 2 hours and can be customized to best suit the needs of your salon. Our goal is to make these sessions fun and highly informative. It is advised that you coordinate with your trainer in advance to assure the desired material is covered. In addition, all employees attending the training session will receive product samples and have the chance to win prizes for their participation during the session! No minimum attendance required for salons that have purchased \$3000 in Devoted Creations/Tanovations products and maintain a 75% shelf presence or greater.

DISTRIBUTOR SYMPOSIUMS

Many distributors host trade show style symposiums where you and your staff can attend and connect with Devoted Creations Sales Trainers to gain product knowledge and selling tools. These symposiums have proven to be extremely beneficial to a salon's business. Reach out to your distributor for show dates and locations.

Five Star Diamond Salon Program Acceptance Form



Salon Name: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ E-mail Address: _____

Website: _____ Number of Beds: _____ Number of Salons: _____

Salon Distributor: _____ Sales Rep: _____

Instagram: _____ Facebook: _____

Twitter: _____ Tiktok: _____ Youtube: _____

Five Star Diamond Salon Program:

Part One (purchase requirements to qualify for six percent (6%) cash back incentive):

1. At least seventy-five percent (75%) of all salon lotion purchases must be of the Devoted Creations brands (Devoted Creations, Ed Hardy and Tanovations).
2. The salon can only submit purchases made through one selected authorized Devoted Creations distributor.
3. The minimum qualified cash incentive within this program must be at least \$100.

Part Two (Co-op advertising requirements to qualify for an additional two percent (8%) cash back incentive):

1. The salon must first qualify under part one of the Five Star Diamond Salon Program.
2. All websites, social posts and email blasts related to the promotion and/or marketing of the salon must include the Devoted Creations logo exclusively to any other lotion brands.

Part Three (Eyewear and Cleanser purchases adds an additional two (10%) percent cash back incentive)

1. The salon must first qualify under part one & two of the Five Star Diamond Salon Program.
2. All salon purchases of eyewear and acrylic cleansers are in Lucasol, Podz and Sunnies brand products.

Part Four (Selfie Glow Sunless retail purchases qualify for twenty five (25%) percent cash back incentive)

1. The salon must first qualify under part one, two & three of the Five Star Diamond Salon Program.
2. Selfie Glow Sunless purchases gives your salon the opportunity to receive twenty-five (25%) cash back on all Selfie Sunless Retail Product purchases (\$500 minimum yearly spend required)

Terms and Conditions: This Incentive Form must be submitted by the undersigned salon owner to qualify for the Devoted Creations, Inc. Annual Incentive Program. The qualifying period is for purchases occurring between November 1, 2023, and October 31, 2024. The undersigned attests that all the information provided, and invoices attached are true and accurate. The undersigned acknowledges that Devoted Creations, Inc. retains the right to 1. Authenticate all information contained on this form, 2. Qualify the salon purchases with its above listed distributor, 3. Verify compliance with this program. 4. This is an incentive for the salon to continue to purchase Devoted Creations products and payment requires the salon to be operating as a salon business at the time of payment, with the same ownership, and 5. **ALL INFORMATION MUST BE PROVIDED DIRECTLY FROM A SINGLE AUTHORIZED PARTICIPATING DEVOTED CREATIONS DISTRIBUTOR.** 6. Qualified purchases are to be sold solely through the owner's salons. Selling products online or to a third-party reseller will disqualify the owner from incentives. The undersigned verifies that this is the only request filed for the qualifying period. If any information contained in this request is false or inaccurate, Devoted Creations may void this incentive offer. All submissions must be received with a completed 2023-2024 Incentive Form and must occur between November 1, 2023, and October 31, 2024. Final deadline to submit invoices and to qualify for an incentive is December 15, 2024. No exceptions!!! Salon acknowledges that this offer is void where prohibited by law and represents that this request is lawful. This Acceptance Form must be executed prior to the first qualifying purchase. Salon and Manufacturer participation is voluntary. Devoted Creations reserves the rights to revise, update or change this program at any time. Please see the website for any updates in the future.

SIGNATURE OF SALON OWNER

Date: _____

Print Name and Title

Please send incentive form with qualified invoices and W-9 form* to:

Devoted Creations, Inc.
Attn: 5 Star Diamond Salon Program
3874 Tampa Road Oldsmar, FL 34677
Email: Rebates@devotedcreations.com

*Devoted Creations, Inc. requires all salons participating in any salon program to submit a W-9 form with submission of the 5 Star Diamond acceptance form. To obtain a W-9 form, go to <http://www.irs.ustreas.gov/pub/irs-pdf/fw9.pdf?portlet=3> or contact Devoted Creations.



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DevotedCreations.com

EdHardyTanning.com

SelfieGlow.com

TheHempIQ.com

CosmoSuncare.com

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ON DEMAND

DevotedonDemand.com

Be Our Friend on Social Media!



A thick, vibrant pink curved line that starts from the left edge, arches over the top, and curves back down to the right edge, framing the central text.

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S K I N C A R E