



# EXCLUSIVE PREMIER PROGRAM

- PAYS THE MOST CASH BACK ON LOTIONS AND LAMPS!
- WE PAY ANYTHING WITH A LOGO!
- PERSONALIZED TRAININGS!
- RISK FREE, CANCEL ANYTIME!

Australian Gold

CALIFORNIA TAN

DESIGNER SKIN

swedish beauty



# — EXCLUSIVE PREMIER PROGRAM —

*Your rewards. Your way.  
How we outshine the competition...*

## ◆ **FIXED PERCENTAGE FOR THE MOST CASH BACK ON LOTIONS AND LAMPS!**

New Sunshine UV Lotion= **15%** (8% when logos are used on social media, salon materials and website)

Sunless Lotion= **20%** (8% when logos are used on social media, salon materials and website)

CT Sunless Solution= **25%** (8% when logos are used on social media, salon materials and website)

Devoted= 6-10% | Supre= 10-12%

## ◆ **THE CHOICE IS YOURS TO FIT YOUR NEEDS!**

Advertise? Co-op pays the most. Don't advertise? That's okay too! ALSO take advantage of *exclusive* training options and social media interactions!

## ◆ **ADDITIONAL LAMP BENEFITS!**

Automatic **5%** cash back on New Sunshine branded Wolff Lamps for **BOTH** programs!

## ◆ **WE PAY ANYTHING WITH A LOGO!**

Allows YOU to customize to YOUR needs: business cards, client forms, shirts, EVEN Smart Tan certification, Sun Is Life certification, website expenses, postage... anything!

## ◆ **HELIOS HUB: THE TOTAL PACKAGE!**

Automatically counts as advertising under Co-op, no action required!

## ◆ **PRODUCT KNOWLEDGE & SALES!**

Online training On Demand, Webinars and Regional Events along the way to make sure you're getting the most out of **your** program!

## ◆ **RISK FREE, CANCEL ANYTIME!**

## ◆ **SALON GOODIES!**

Premier Welcome Kit when you sign up!  
Plus, surprise thank you gifts throughout the year, exclusive promos, event samples & more!



\*Items subject to change. Limited Quantities. While Supplies Last.

# BUSINESS RESOURCES AND SUPPORT TOOLS

## TRAINING WEBSITE

TrainWithNewSunshine.com is a comprehensive website developed for salon owners and employees. It features:

- ◆ New Sunshine product information
- ◆ Training on Demand videos (including product features and sales tips for each product)
- ◆ Registration for monthly Webinars featuring product information
- ◆ Training classes and events near you

## HOW TO REGISTER FOR SALON MARKETING & IMAGE WEBSITE

1. Go to <https://newsunshine.getbynder.com> (Internet Explorer Browser Not Supported).
2. Click "Register a new account."
3. Complete the form by entering the required information.
4. Once complete, click submit.
5. You will receive an email notifying you of the login information needed to access the site.

## AVAILABLE FOR DOWNLOAD ON THE SALON MARKETING & IMAGE WEBSITE

- ◆ Logos, Bottle Images, Glamour/Model Images for Advertising
- ◆ Pre-made Ads and Posters
- ◆ Product Videos
- ◆ Product Charts
- ◆ Sales Fact Sheets
- ◆ And More!

## AVAILABLE ON BRAND WEBSITES

- ◆ SDS Forms
- ◆ Email Sign Up for Product Deals
- ◆ Links to Social Media Sites

# TRAINING OPTIONS

Nobody understands leadership and innovation in the indoor tanning industry better than the Australian Gold®, California Tan®, Designer Skin® and Swedish Beauty® teams. These qualities extend to training and educating with a full staff of Regional Sales Managers that are dedicated to helping increase salon profits.

## 1. TRAINING ON DEMAND

A pre-recorded library of videos featuring products, sales skills and other educational videos.

- ◆ Location: [www.TrainWithNewSunshine.com](http://www.TrainWithNewSunshine.com), Available 24/7
- ◆ Focus: Product information, selling tools and more

WHO CAN BENEFIT? Salon Owners and Employees. Perfect for New Employees!

## 2. DISTRIBUTOR SEMINARS

Distributor Hosted Events with keynote speakers, new product introductions and education.

- ◆ Location: Distributor specified locations
- ◆ Focus: Connects salons with New Sunshine Sales Experts to gain knowledge about current products

WHO CAN BENEFIT? Salon Owners and Employees

## 3. LIVE WEBINARS

Interactive, online trainings.

- ◆ Location: [www.TrainWithNewSunshine.com](http://www.TrainWithNewSunshine.com), upon request webinars can also be customized and held privately for an individual salon or chain
- ◆ Focus: Product information and selling tools

WHO CAN BENEFIT? Salon Owners and Employees

# TRAININGS (CONTINUED)

## 4. CALIFORNIA TAN SUNLESS® PROFESSIONAL TRAINING COURSE

Sunless certification and training courses designed to educate salons on sunless solution and retail products. Courses discuss all aspects of sunless, from DHA to the profit sunless can provide. Attendees leave with sunless certification, prizes and more!

- ◆ Location: Select cities and Exclusive Salons with a minimum of 15 attendees per class
- ◆ Register: [TrainWithNewSunshine.com](http://TrainWithNewSunshine.com) or [Sunless@CalTan.com](mailto:Sunless@CalTan.com)

WHO CAN BENEFIT? Salon Employees, Professional Spray Tan Artists and Salon Management!

[For more information or to register for training, please visit www.TrainWithNewSunshine.com](http://www.TrainWithNewSunshine.com)



## MOBILE MARKETING

- ◆ Drive traffic now by sending targeted and timely messages directly to your customers.

## SOCIAL MEDIA MANAGER

- ◆ Schedule posts and responses on Facebook and Twitter.

## SOCIAL MEDIA BUILDER

- ◆ Easy to use Content Management System for quick changes and updates.

## EMAIL MARKETING

- ◆ TARGETED- Messages to specific groups based on their behavior
- ◆ INTEGRATED- Send triggered messages automatically. Just set it up and let it work!

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# EXCLUSIVE PREMIER SALON PARTNERSHIP PROGRAM

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## THE POWER OF CHOICE FOR EXCLUSIVE SALONS

Exclusive Salons that sign a new three year agreement starting November 1, 2020 through October 31, 2023 can choose their **REWARDS!**

### CO-OP CASH BACK PROGRAM

5% Cash Back on New Sunshine branded WOLFF LAMPS (Diamond, Sun, Velocity, Bronzing Sun and Dark Tan Lamps)

8% Cash Back on UV Lotion, Sunless Lotion and Sunless Solution Purchases for advertising on your website, email blasts and social media exclusively

15% Cash Back on UV Lotion Purchases with Qualified Advertising of New Sunshine Brands

- ◆ Tanning Lotions, After Tan Products and Accessories qualify as purchases
- ◆ Ads must include New Sunshine Brands exclusively, with at least one New Sunshine Brand Logo, which must be at least 15% of total ad space
- ◆ **All logos/model images must be current.** Visit <https://newsunshine.getbynder.com> to download images
- ◆ Social Media Advertising, including the New Sunshine Marketing Hub will be accepted with proof of advertising purchase
- ◆ Ads must include at least one New Sunshine brand logo. The "Tanning... Look Good, Feel Great" Statement or logo must be used in conjunction with a brand logo. Use of the "Tanning...Look Good, Feel Great" logo alone does NOT qualify for reimbursement.
- ◆ Lotion Purchases and Advertising Dates are November 1, 2020 through October 31, 2023.

20% Cash Back on Sunless Lotion Purchases with Qualified Advertising of New Sunshine Brands

25% Cash Back on Sunless Solution Purchases with Qualified Advertising of New Sunshine Brands

To redeem, salon will file a claim with New Sunshine, including the following paperwork:

- ◆ Copies of invoices or reports from Distributor showing date, invoice number, products purchased and purchase price
- ◆ If advertising, include the actual advertisement. No Proofs are accepted, no exceptions! All ads must feature at least one New Sunshine Brand Logo that comprises at least 15% of the total ad space. Receipts for the ads being claimed showing the date the ad appeared in public view.
- ◆ Completed Co-op Advertising Claim Form, including the Salon Owner's signature and phone number for validation, and the salon's Federal Tax ID number



# EXCLUSIVE PREMIER SALON PARTNERSHIP PROGRAM



DESIGNER SKIN<sup>®</sup>



This agreement is valid from 11-1-2020 through 10-31-2023. The salon also agrees to choose one distributor, as indicated on this form, as its sole distributor. The distributor mentioned will submit all claims for the salon. Only claims submitted from said distributor will qualify for Co-op funds as outlined in the Exclusive Salon Program.

Salon Name \_\_\_\_\_ Salon Phone # \_\_\_\_\_  
Owner Name \_\_\_\_\_ Email Address \_\_\_\_\_  
Address \_\_\_\_\_ Salon Website \_\_\_\_\_  
\_\_\_\_\_ Owner Phone # \_\_\_\_\_

# of Salons (must provide list of addresses/phone numbers for all locations) \_\_\_\_\_

## EXCLUSIVE PREMIER SALON CATEGORIES

By checking the box below the salon above agrees to feature, display, offer to sell, recommend, endorse or otherwise promote the New Sunshine family of brands as seen above in that category.

Check **ONLY ONE** Program Per Category To Participate:

- |            |                          |   |    |                          |   |
|------------|--------------------------|---|----|--------------------------|---|
| Category 1 | <input type="checkbox"/> | <b>15% Cash Back on UV Lotion With Advertising</b>  | OR | <input type="checkbox"/> | <b>8% Cash Back on UV Lotion</b><br>MUST USE LOGOS ON SALON MATERIALS, SOCIAL MEDIA, AND WEBSITE        |
| Category 2 | <input type="checkbox"/> | <b>20% Cash Back on Sunless Lotion With Advertising</b>   | OR | <input type="checkbox"/> | <b>8% Cash Back on Sunless Lotion</b><br>MUST USE LOGOS ON SALON MATERIALS, SOCIAL MEDIA, AND WEBSITE   |
| Category 3 | <input type="checkbox"/> | <b>25% Cash Back on Sunless Solution With Advertising</b>   | OR | <input type="checkbox"/> | <b>8% Cash Back on Sunless Solution</b><br>MUST USE LOGOS ON SALON MATERIALS, SOCIAL MEDIA, AND WEBSITE |
| Category 4 | <input type="checkbox"/> | <b>5% Cash Back on New Sunshine branded WOLFF LAMPS(Diamond, Sun, Velocity, Bronzing Sun and Dark Tan Lamps).</b> |    |                          |   |

\*By signing below, I understand that I am agreeing to sell only New Sunshine branded Exclusive Premier Salon products based on the categories checked above.

Salon Owner Signature \_\_\_\_\_ Date \_\_\_\_\_

Distributor \_\_\_\_\_

All products are to be purchased through indicated distributor. Should the salon decide to change distributors at any time, it is required that New Sunshine, LLC be notified, in writing, of the reason for the change to the address below.

*New Sunshine, LLC reserves the right to change or cancel this program at any time.*

For Internal Purposes Only:

Distributor Confirmation  
The undersigned Distributor has recommended \_\_\_\_\_ ("Salon") for membership in the Premier Salon Partnership Program. The Distributor confirms that the Salon qualifies as a "Customer" under the Distributorship Agreement between Distributor and New Sunshine, LLC and represents that all sales by Distributor to Salon will comply with the Terms of that Agreement. Distributor acknowledges that sales to persons who do not qualify as Customers are a violation of the Distributorship Agreement.

Signature \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_

All distributor changes must be sent to:

New Sunshine, LLC  
Customer Service  
8001 Woodland Dr.  
Indianapolis, IN 46278  
agcustomerservice@australiangold.com  
800-633-0069

New Sunshine VP of Sales

Signature \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_



# EXCLUSIVE PREMIER SALON CO-OP ADVERTISING CLAIM FORM

Claim your rewards! Use this form to submit claims for reimbursement of advertising costs. Please see complete guidelines for details.

Salon Name \_\_\_\_\_

Salon Phone # \_\_\_\_\_

Owner Name \_\_\_\_\_

Owner Phone # \_\_\_\_\_

Make Check Payable to \_\_\_\_\_

Mailing Address for Check \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Federal Tax ID # \_\_\_\_\_

Email Address \_\_\_\_\_

Salon Website \_\_\_\_\_

Primary Distributor \_\_\_\_\_

# of Salons \_\_\_\_\_

- Are you an Exclusive UV Tanning Salon?     YES     NO
- Are you an Exclusive Sunless Retail Salon?     YES     NO
- Are you an Exclusive Sunless Solution Salon?     YES     NO
- Are you a Helios Hub customer?     YES     NO

\*Invoices will automatically be included as advertiser with your claim.

**If yes, then please attach a list of all salon addresses.**

All claims must adhere to all New Sunshine, LLC Co-op Guidelines. Please read these requirements carefully and include the following when sending in this form:

1. Copies of invoices or qualifying reports from your distributor showing date, invoice number, product(s) purchased, purchase price and salon name.
2. The actual exclusive advertisement(s) being claimed. No proofs are accepted. All ads submitted must feature at least one New Sunshine Brand Logo and comprise of at least 15% of the total ad space. **All logos/model images must be current.**
3. Receipt(s) for the ad(s) being claimed, showing date of ad(s) in public view between 11/1/20 to 10/30/21.

Salon Owner Signature \_\_\_\_\_ Date \_\_\_\_\_

To ensure proper processing, please mail this completed form and all necessary paperwork listed to the address below. The deadline to claim your reimbursement is December 31, 2021. We cannot accept faxed claims. We recommend that you make copies of all your paperwork for your files and use a trackable shipping service such as UPS, Fed Ex or USPS Certified Mail.

**NEW SUNSHINE, LLC**  
**ATTN: Customer Service**  
**8001 Woodland Dr.**  
**Indianapolis, IN 46278**  
**Phone: (888) 865-5108**

\*Skincare and/or Nail Polish Purchases DO NOT Qualify for Co-Op.

**NEW SUNSHINE, LLC** reserves the right to verify any documentation and correct as necessary. All paperwork and advertisements become the property of **NEW SUNSHINE, LLC**.



# — WHERE TO FIND INFO ONLINE: —

## BRAND WEBSITES & SOCIAL MEDIA PAGES



[www.AGIndoor.com](http://www.AGIndoor.com)

[www.DesignerSkin.com](http://www.DesignerSkin.com)  
[www.youtube.com/DesignerSkinLotion](http://www.youtube.com/DesignerSkinLotion)

[www.CaliforniaTan.com](http://www.CaliforniaTan.com)  
[www.instagram.com/CalTanSunless](http://www.instagram.com/CalTanSunless)  
[www.youtube.com/CaliforniaTanLotion](http://www.youtube.com/CaliforniaTanLotion)

[www.JenniFarley.com](http://www.JenniFarley.com)  
[www.facebook.com/JWOWW](http://www.facebook.com/JWOWW)  
[www.instagram.com/JWOWW](http://www.instagram.com/JWOWW)  
[www.twitter.com/JENNIWOWW](http://www.twitter.com/JENNIWOWW)  
[www.youtube.com/JenniWOWW](http://www.youtube.com/JenniWOWW)

[www.SwedishBeauty.com](http://www.SwedishBeauty.com)  
[www.youtube.com/SwedishBeautyLotions](http://www.youtube.com/SwedishBeautyLotions)

<https://newsunshine.getbynder.com>  
[www.TrainWithNewSunshine.com](http://www.TrainWithNewSunshine.com)



Follow All Brands on Social Media!

@NewSunshineTanning  
[www.Facebook.com/NewSunshineTanning](http://www.Facebook.com/NewSunshineTanning)



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