



EXCLUSIVE PREMIER PROGRAM

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

— 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)

Competitors= 6-12%

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

Advertise? New Sunshine co-op pays the most towards your advertising.

Don't advertise? That's okay, we have customizable options to fit your needs.

◆ **ADDITIONAL LAMP BENEFITS**

Automatic **5%** cash back on New Sunshine branded Wolf Lamps for **ALL** 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
- ◆ Salon Event Form

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 & 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, 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, upon request webinars can also be customized and held privately for an individual salon or chain
- ◆ Focus: Product information and selling tools
- ◆ Can't catch a live webinar? Check out our recordings on www.gotostage.com/channel/newsunshine

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 or 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!

EXCLUSIVE PREMIER SALON PARTNERSHIP PROGRAM

THE POWER OF CHOICE FOR EXCLUSIVE SALONS

Exclusive Salons that sign a new three year agreement starting November 1, 2023 through October 31, 2026 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, 2022 through October 31, 2025.

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 covering at least 15% of the total ad space. Include receipts for the ads being claimed and the date the ad appeared in public view or invoice date.
- ◆ 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®



This agreement is valid from 11-1-2023 through 10-31-2026. The salon also agrees to choose one distributor, as indicated on this form, as its sole distributor. The salon will obtain their lotion sales report(s) from their chosen distributor. 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 below in that category.

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

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

*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 Executive Director 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 11/1/23 to 10/30/24.

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, 2024. 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

www.JenniFarley.com
www.facebook.com/JWOWW
www.instagram.com/JWOWW
www.twitter.com/JENNIWOW
www.youtube.com/JenniWOWW

www.DesignerSkin.com

www.CaliforniaTan.com

www.SwedishBeauty.com

<http://newsunshine.getbynder.com>
www.TrainWithNewSunshine.com



Follow All Brands on Social Media!
@NewSunshineTanning