



REDAVID[™]
In Your Salon

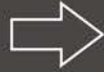
2018 Rewards
Program

SALON LOYALTY PROGRAM

At the core of REDAVID is a deeply ingrained commitment and understanding of the salon business. Born behind the chair of Leonardo Redavid himself, even today every product is vetted in a salon setting for 3 years before it even makes it's way to you.

We also know that running a successful salon is more than Top Shelf Products and the Inspired Training Programs we offer you, it's all about supporting you at the backbar, at the station and with your marketing efforts.

INSTANT
REWARDS
AS YOU SHOP!



buy in
QTY'S OF **6** get FREE
PRODUCT

Most accrual programs fail because the manufacturer offers a "lopsided program". It's complex for you to redeem, complex for them to manage, and incredibly frustrating for everybody.

In creating this program we figured: keep it simple. You don't have to track anything - you get rewarded INSTANTLY at the time of purchase.

Use the free product on clients, use it as a tester, use it to create product gift baskets or giveaways!

NO Purchase Tracking,
Memberships or Levels!

RETAIL HACK

Did you know that studies have shown that consumers are 65% less likely to purchase if retail shelves are cluttered or messy? To simplify, position REDAVID products with space in between and (if you have the space) at multiple levels. This gives you room for decor accessories to create interest. Many fellow salon owners decorate with an orchid or two, which also gives you an opportunity to tell the REDAVID story!

Photo: Revolutions Salon at Metrotown Center, Burnaby, B.C., Krave Hair Studio, New Westminister, B.C. & One Wellness & Spa, Canmore, AB.



BACKBAR REWARDS



BUY ANY REDAVID Shampoo or Conditioner in quantities of 6 each, get the matching LITRE SIZE FREE!

Purchase requirement (6) of Orchid Oil Shampoo, Orchid Oil Conditioner, Shea Butter Shampoo, Shea Butter Conditioner, Cedarwood Shampoo, Cedarwood Conditioner. No mix and match.



BUY ANY REDAVID Styling Tools in quantities of 6, get the matching one FREE

Purchase requirement (6) of Texture Creme, Coconut Oil Treatment, Pomade, Cedarwood Leave-In Conditioner, Volumizer.



BUY 6 Orchid Oil Curl Defining Creme, get 1 FREE!



BUY 6 Orchid Oil Dual Therapy, get 1 FREE!



BUY 6 Orchid Oil Treatment 90ml, get 1 250ml FREE!



PROVEN EDUCATION

Beyond simply free product, REDAVID has made a firm commitment into the development of a powerful and inspiring portfolio of education. Ranging from team based large-scale showcase events to a la carte trainings through your local distributor. In 2017 we also began a program of In-Salon Coaching available to select salons that bring the talent of Team Redavid to you!

Ask your rep about available Redavid Education programs and start feeding your creativity!



RED DAVID™
GET BACK
THE LOVE



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