

dermalogica PRO®

PST loyalty program 2021

Effective January 1, 2021

New! Dermalogica Loyalty Program

We are excited to introduce our new Dermalogica Loyalty Program – a new edition of our beloved Dermalogica Circle. This program will continue rewarding Dermalogica accounts who strive for the highest level of achievement in retail and service. As part of our update, we are making it easier than ever to qualify by adding a brand-new earning tier to the program called Dermalogica Blue, which can be achieved by spending \$10,000 with us in 2021.

In addition to the new earning tier, we're expanding and introducing exciting new benefits that will be earned once you hit each status in 2021. On the right is a chart outlining our new program benefits and earning tiers.

2020 was a hard year for all of us and we want to extend our gratitude to you for continuing to be a loyal account with us. As a thank you, we will be **extending your Dermalogica Circle status from 2019 into 2021!** We hope this sets you up for success as we are excited to roll out new changes to our Dermalogica programs effective January 1, 2021*.

	BLUE	CIRCLE	VIP	AMBASSADOR
Spend per calendar year	\$10,000	\$25,000	\$50,000	\$100,000
Access to social media support	●	●	●	●
Access to online workshops	●	●	●	●
Exclusive promotions	●	●	●	●
Eligible to earn 5% back on annual spend*	●	●	●	●
Select retail product gifts		●	●	●
1,000 derm dollar bonus per tier		●	●	●
Tester refill set		●	●	●
Store locator icon		●	●	●
Custom promotional-sized product bundle			●	●
Personalized limited edition marketing support				●
Earn x2 derm dollars*				●

*Must grow 20% annually and have opened prior to Dec 31 2018.

*Recognition packages will only be sent to accounts who spent the qualified spend in 2020.