

PROGRAM REWARD LEVELS

**LEVEL 1 - IT&LY AVANTI SILVER SALON**

\$2,150 - \$3,149/per quarter in paid purchases per IT&LY AVANTI PROGRAM eligibility requirements.

**8% REBATE ALLOWANCE**

**LEVEL 2 - IT&LY AVANTI GOLD SALON**

\$3,150 - \$4,249/per quarter in paid purchases per IT&LY AVANTI PROGRAM eligibility requirements.

**10% REBATE ALLOWANCE**

**LEVEL 3 - IT&LY AVANTI PLATINUM SALON**

\$4,250- \$4,999/per quarter in paid purchases per IT&LY AVANTI PROGRAM eligibility requirements.

**13% REBATE ALLOWANCE**

**LEVEL 4 - IT&LY AVANTI DIAMOND SALON**

\$5,000 or more per quarter in paid purchases per IT&LY AVANTI PROGRAM eligibility requirements.

**15% REBATE ALLOWANCE**

**EDUCATIONAL COUPONS:**

Educational Coupons will be issued for 20% of the total Rebate Allowance for all levels

Educational classes are limited and based on availability. See IT&LY HAIRFASHION Academy literature or check online at [www.italyhairfashion.com](http://www.italyhairfashion.com)



**If your salon is purchasing more than the Diamond Level AVANTI, please call IT&LY Hairfashion NA, Inc. directly about the 20/20 Level.**

If your salon or salons are purchasing more than \$10,000 per quarter, please call IT&LY Hairfashion NA, INC. at 800-621-4859 and speak directly to Larri Jo Domhoff, General Manager to find out if you qualify for IT&LY's Global 20/20 Exclusive Salon Program.

If we are unavailable, leave a message with our IT&LY AVANTI Salon Rewards Representative and/or send us an Email with your name and contact information... and we'll personally get back to you promptly.



PO Box 162  
Baden, PA 15005

**1-800-621-4859**

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

*IT&LY Hairfashion N.A., Inc. reserves the right to alter or terminate this program without prior notification at its sole discretion.*

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ITEM # 5002



2015  
AVANTI SALON  
REWARDS  
PROGRAM  
*Upgrade*

The Avanti Salon Rewards Program is designed specifically to benefit more stylists and salons with easier eligibility and more rewards than the competition.





## AVANTI PREMIUM SALON REWARDS PROGRAM

Since its introduction, IT&LY has worked diligently to provide its loyal customers with a Salon Rewards/Loyalty Program with the singular priority of providing true value and support without unnecessary complications or absurd order and inventory requirements.

We've been watching our industry evolve through economic trends, service fads and retail challenges and consistently strive to modify our programs to best serve your businesses and successfully address your artistic and technical demands and needs.

All IT&LY professional salon quarterly paid purchases will be eligible for the reward based on the purchasing level as defined in the current system.

AVANTI salons must be full service salons and cannot be "Phantom" or thinly veiled retail outlets. AVANTI is for professional salons only and IT&LY reserves the right to enforce any and all policies, rules and eligibility requirements to protect its loyal customers from product diversion.

20% of ALL AVANTI Program Rewards will be reimbursed in Educational/Tuition Coupons which may be applied to any IT&LY HAIRFASHION NA Academy or Master Class. See the MASTER CLASS PROGRAM CATALOGUE on our website.

### **MORE GENEROUS UNRESTRICTED PRODUCT REBATES**

– Color, Retail, Backbar, Developers, Color support products and tools and The All New Proshape Ondasoft Bio-Reducer/non-thio Permanent Waves!

Swatch Charts

Developers & Activators

IT&LY's Classic and Sulfate Free ADVANCED COLOR PROTECTION Salon Service and Home Maintenance Products for unsurpassed color protection (with Nourishing, Volumizing and Restructuring specific products for all hair types)

PURITY DESIGN STYLING AND FINISHING LINE with IT&LY's exclusive Desert Blend Organic Hydrating and Strengthening Complex

AND ...

The ALL NEW PROSHAPE ONDASOFT 1 & 2 PERMANENT WAVE – non-thio bio-reducer with the absolute assurance of better condition, color protection, true to rod size results and built-in protection against common over-processing! The perfect wave on any hair type.

### **EXCLUSIVE TOOLS:**

IT&LY's exclusive Italian Racing Red 2-inch DIGITAL STYLING IRON with pure Ceramic heating elements, floating plates for even pressure and space age protective coating for smoother hair, no-cracking and longer life.

### **EDUCATION:**

Use AVANTI dollars for Educational Events, Ambassador Master Stylist classes, In Salon and Academy Classes, and Certificate Courses at IT&LY's new North American Academy.

### **JUST 5 EASY STEPS TO GREAT REBATES\***

1. Complete and submit your IT&LY AVANTI Salon/Stylist Registration Form to IT&LY Hairfashion:
  - Retain one copy for your records
  - Submit one copy to your IT&LY Distributor
  - Submit one copy to IT&LY HAIRFASHION NA, INC
2. Purchase a minimum of \$2,150 in IT&LY haircolor and Color System products per Quarter. Just \$717 per month in IT&LY HAIRFASHION products

*(New AVANTI Members Only: 10% of your purchases must be in IT&LY Retail your choice or a combination of ACP, Purity Design and other qualifying retail products).*

3. At the end of each quarter, submit your eligible quarterly purchases with the Quarterly Purchase Verification Form.

*Check online for any products or special promotions that may be added to this list. IT&LY Hairfashion reserves the right to substitute, modify or discontinue products due to availability.*

Carefully review the terms and rebate allowances to determine your options and level of qualification.

**SPECIAL LIMITED EDITION PROMOTIONAL, ACADEMY & SPONSORSHIP ITEMS!\***

*Certain tools and special promotional items may be sent from IT&LY NA and not your distributor. That amount will be subtracted from your coupon value in the amount of the delivery or special order request from IT&LY NA.*

Fill out the form and PRINT 2 copies, 1 for your records and 1 to give to your distributor.

4. In about 30 days after your Distributor submits and verifies your purchase records, you will receive your QUARTERLY IT&LY AVANTI REWARDS COUPON. Give your coupon to your Distributor or Distributor Representative.
5. If you are applying IT&LY AVANTI Reward Points to IT&LY ACADEMY, you will receive separate coupons for any Academy Rewards. Only these coupons may be accumulated throughout the year. Please review all details at our website.

*(downloadable forms are available at  
[www.italyhairfashion.com](http://www.italyhairfashion.com))*