

The Salon Professional Academy Rewards Terms and Conditions

MEMBERSHIP RULES

Revised June 23, 2015

Subject to the terms and conditions set forth below, members of The Salon Professional Academy Rewards Program will earn points in connection with the purchase of qualifying products and salon services at The Salon Professional Academy that are redeemable towards the purchase of eligible retail products.

I. MEMBERSHIP

Free Membership No purchase is necessary to enroll in the The Salon Professional Academy Rewards Program ("The Salon Professional Academy Rewards" or the "Program").

Eligibility You must be age 13 years or older and a resident of the United States to be eligible for membership. Membership in the Program is limited to individuals only and is limited to one account per individual. Persons under the age of 18 ("Minors") must obtain their parents' or legal guardians' consent prior to participation. By enrolling in The Salon Professional Academy Rewards, you agree (or, if you are a Minor, your parent or legal guardian agrees) to be bound by these terms and conditions. To enroll in the Program, you must provide your first name, last name, and email address. It is recommended that you also provide a phone number, valid mailing address and birthdate to enjoy the full benefits of membership. The Program is void where prohibited by law. Members are entitled to only one Member Account.

Joining You may enroll to become a member of the Program by completing an application and accepting these terms and policies at The Salon Professional Academy.

Member Information Members must keep their personal information on their account up-to-date with The Salon Professional Academy. Registered users are required to provide name, address, valid email address, phone number and birth date in order to enjoy the full benefits of the program. The information you provide as a member of the Program will be handled according to The Salon Professional Academy's privacy policy. To learn more about The Salon Professional Academy 's privacy policy, please visit salonproacademy.com or contact us at 608.783.7400.

Member Cancellation

You may cancel your The Salon Professional Academy Rewards membership at any time. Upon cancellation, any unused points accrued in your account will be forfeited and cannot be redeemed.

II. EARNING POINTS

General Members can earn The Salon Professional Academy Rewards points on the purchase of qualifying salon services and products only.

Earning Rate Members earn one (1) point for every ten dollars (\$10) spent when they purchase qualifying services and products. Points are rounded to the nearest full dollar. For example, if you spend \$46, you will receive 5 points. Calculation is as follows: $\$46 \times 1 \text{ points per dollar} = 4.6 \text{ points}$, which is rounded up to 5 points. Rewards points exclude taxes and gratuities.

If a Member purchases a product during a promotion and the product comes with an additional free product, points will not be issued on the retail value of the free product. If a Member redeems points towards the purchase of a product and pays a portion of the retail price after the point's redemption, the Member will receive points on the remaining retail amount paid by the Member. If a Member redeems points towards the purchase of a product in an amount equal to the full price of the product, the Member will not earn any bonus points.

Gift Cards When a Member makes a qualifying purchase of a gift card, the Member will earn points on the amount of the purchase. No points will be awarded for gift card redemption.

Addition of Points to Accounts Points will be added to your Account immediately at the time of purchase of qualifying products or services or by completion of promotional offers that award points for qualifying actions.

Exclusions Members earn The Salon Professional Academy Rewards points only on the purchase price of qualifying products or salon services at The Salon Professional Academy. Calculation of The Salon Professional Academy Rewards points excludes payment by the Member for all gratuities and taxes, including without limitation, federal, state, and local taxes or use taxes. The Salon Professional Academy Rewards points will not be earned on any discounts or other credits offered in connection with a product or salon service. For example, if a product that is normally \$20 is on sale for \$15, a Member will only earn points on the purchase price of \$15. Purchases of gift cards, redemption of merchandise vouchers, and any type of price adjustments, including merchandise returns, are not eligible for points. All

purchases made: (i) by a Member prior to such member joining the Program are not eligible for Program credit.

Returns Points earned for a purchase that is then the subject of a return, refund, returned check due to non-sufficient funds, or other credit will be deducted from the Member's account in an amount equal to the points earned for the original transaction, including bonus points if applicable. If a return will cause your The Salon Professional Academy Rewards account to have a negative point balance, a store credit will be issued on the return regardless of your original form of payment. Products purchased with points may not be returned for cash or credit.

Bonus Point Promotions From time to time, The Salon Professional Academy may run certain bonus point promotions. Under bonus point promotions, Members can earn additional or "bonus points" in connection with the purchase of certain products or services at The Salon Professional Academy or in connection with qualifying actions or events such as pre-booking. Bonus point promotions are subject to the terms and conditions of the offer and may be offered at any time in The Salon Professional Academy's sole discretion. Bonus point offers cannot be combined with any other offer unless specifically stated by The Salon Professional Academy. From time to time, The Salon Professional Academy may offer you the chance to win various prizes, including points. There is NO PURCHASE NECESSARY TO PLAY OR TO WIN. Rules and restrictions will apply to such promotions.

III. REDEEMING POINTS

General Points earned by a Member may be redeemed for qualifying products or discounts off products at The Salon Professional Academy stores, provided a Member is using a minimum of 25 points. Points cannot be redeemed for discounts on salon services.

Points towards Products Members can use their points to reduce the purchase price of a product or to receive a product for free based on the following scale:

5 points = \$1.00 off

Points can be redeemed in any combination of the point and increment amounts with a minimum balance of 25 points (\$5) in available earned credits. Redemption of points purchases of products is subject to product availability.

Redemption To redeem points towards a purchase at a The Salon Professional Academy, Members must indicate that points are being redeemed prior to making the purchase

Gift cards Points cannot be redeemed with purchase using gift cards.

Salon services Salon services are not eligible for redemption of The Salon Professional Academy Rewards points.

Exclusions Points accumulated on different accounts of different Members may not be combined or aggregated to make purchases of products or for any other reason. Points earned in a transaction cannot be redeemed in the same transaction.

Points Expiration Points earned do not have an expiration date.

IV. GENERAL

By joining The Salon Professional Academy Rewards Program, you agree to be bound by the terms and conditions set forth in these Program rules. The Salon Professional Academy reserves the right to cancel, modify, or restrict The Salon Professional Academy Rewards or any aspect of the Program, including, without limitation, the point conversion ratio and the point expiration policy at any time. Any changes can be made without advance notice. The Salon Professional Academy may make these changes even though such changes may affect the Member's ability to use points already accumulated. You are responsible for remaining knowledgeable about the Program Terms and Conditions. A Member's points balance, as reflected in The Salon Professional Academy's records, shall be deemed correct. The Salon Professional Academy reserves the right to determine the amount of points in any Member's account based on The Salon Professional Academy's internal records related to such Member's account. The Salon Professional Academy assumes no responsibility for errors caused by incorrect Member information. Your right to transfer points earned or granted under the Program is strictly limited. The sale of points is prohibited and may result in the confiscation or cancellation of your points as well as suspension or termination of your membership, which in each case shall be final and conclusive. All transactions involving points and all Member accounts are subject to review and verification by The Salon Professional Academy. The points balance in a Member's account may be unavailable for use when an account or transaction is under review. The Salon Professional Academy may revoke any Member's membership in The Salon Professional Academy Rewards at any time if such Member engages in abuse of the Program or fails to follow the terms and conditions of the Program. Fraud or abuse relating to the accrual of points or redemption of rewards may result in revocation of membership in the Program and may affect a Member's eligibility for participation in any other The Salon Professional Academy program. The Salon Professional Academy Rewards points are non-transferable and cannot be redeemed for cash. The interpretation and application of the Program's Terms and Conditions are at the sole discretion and

determination of The Salon Professional Academy. For more information regarding the program Contact Us or call The Salon Professional Academy at 608.783.7400.