



SUMMER HAIR REVIVAL CONTEST

August 1 – August 26, 2016



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AUGUST 1-26, 2016

Help guests revive dry, damaged summer hair with the Awapuhi Wild Ginger® KeraTriplex® and HydraTriplex™ Treatments as well as Take Home™ products! They're perfect for anyone who wants to turn back the clock on their summer hair sins (heat, wind, sun, chemical processing) and get a fresh start for fall.

**60 FUTURE
PROFESSIONALS**
**10 LEARNING
LEADERS**
**5 CREATIVE
MASTERS**

**WILL
WIN*** PAUL MITCHELL protocols
NEURO
INTELLIGENT STYLING
— UNCLIPPED STYLING CONE —

GET TO THE POINT(S):

- Receive 1 point for every Awapuhi Wild Ginger® Take Home™ item sold to clinic floor service or sales guests.
- Receive 2 points for every KeraTriplex® or HydraTriplex™ Treatment service performed on a clinic classroom service guest.

TO QUALIFY:

- Future Professionals must receive at least 6 points during the contest period.
- Learning Leaders must have at least 20 points earned by the Future Professionals they supervise during the contest period.
- Creative Masters must have 10 or more qualifying Future Professionals for the contest period.

Note: Future Professional and Learning Leader entries must include at least 2 points earned from KeraTriplex® or HydraTriplex™ Treatment services.

*Winners will be selected from a random drawing of all qualified entrants nationwide.

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SHARPEN SKILLS// HAVE FUN!

- Improve skills and confidence in recommending Awapuhi Wild Ginger® KeraTriplex® and HydraTriplex™ Treatments and Take HomeSM
- Revive dry, damaged summer hair and help guests love their hair again
- Have fun and win great prizes!

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GET TO THE POINT(S):

- Receive 1 point for every Awapuhi Wild Ginger® Take HomeSM product sold to clinic floor service or sales guests
- Receive 2 points for every Awapuhi Wild Ginger® KeraTriplex® and HydraTriplexTM Treatment service performed on a clinic floor service guest

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TO QUALIFY:

Future Professionals must receive at least 6 points during the contest period.

Learning Leaders must have at least 20 points earned by the Future Professionals they supervise during the contest period.

Creative Masters must have 10 or more qualifying Future Professionals for the contest period.

***Note:** Future Professional and Learning Leader entries must include at least one KeraTriplex® Treatment service.*

SUMMER HAIR REVIVAL

PROGRAM SUPPORT

- Hold message
- Contest launch video featuring Robert Cromeans and Stephanie Kocielski
- Highlights and Happenings featuring Summer Hair Revival services
- Summer Hair Revival Contest reporting form
- Awapuhi Wild Ginger® – Creative/Adaptive class
(The HUB>Education Tab>Professional Development
- Program/Campaign outline
- Re-writable Contest Certificates of Achievement
- PM Planner

The HUB>Marketing Tab>July/August>Product and Service Folder



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