

NEW MEMBERS

**WELLA**  
REWARDS

**Welcome to  
Wella Rewards**

[wellarewards.com](https://wellarewards.com)

# HELLO

**Welcome to Wella Rewards**, a loyalty program like no other.

As a Wella Rewards member, you have exclusive access to our **Rewards, Community and Education** to help grow your business.

Choosing Wella has never been so rewarding.

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# THE Brands

Our portfolio of brands are leaders in their fields, spanning categories in hair color and care, nails, and beauty tech tools.

Earn points across our brands to redeem on rewards to help grow your business.

## US BRANDS

O·P·I

  
WELLA®

  
good hair day

  
WELLA  
COLORCHARM

NIOXIN®

Briogeo

PROFESSIONAL  
SEBASTIAN

CLAIROL  
PROFESSIONAL

## CANADA BRANDS

  
WELLA®

PROFESSIONAL  
SEBASTIAN

NIOXIN®

# DOWNLOAD The App

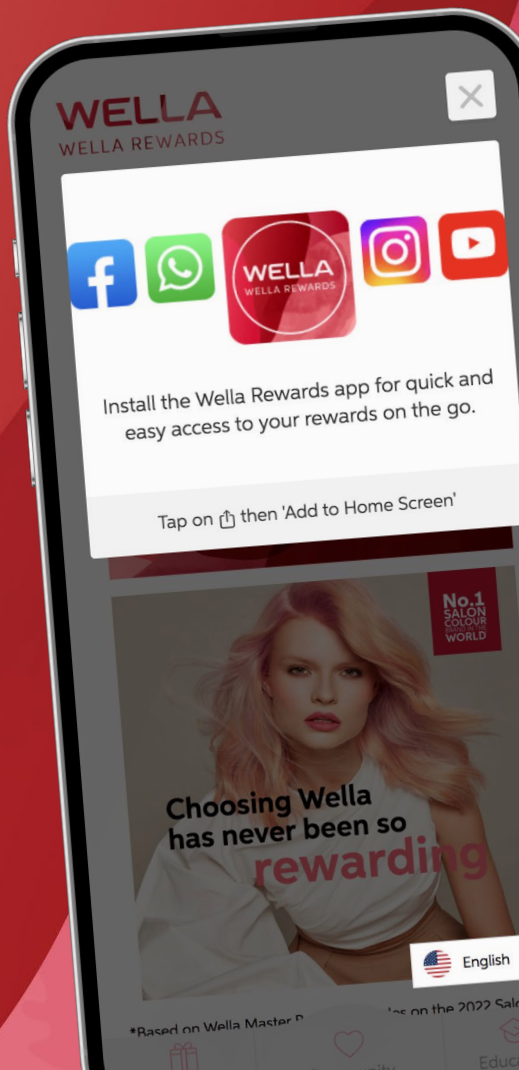
As a Wella Rewards member, you have easy access to track and redeem rewards, and explore all community and education benefits from your cell at the click of a button, with our Wella Rewards app.

Download the app by visiting [wellarewards.com](http://wellarewards.com) and follow the prompts shown on-screen.

Opt in to push notifications to keep up to date with the latest updates, promotions & offerings!

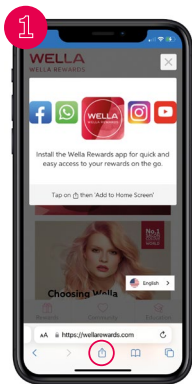


For a full guide on how to download the app, scan the QR code above.



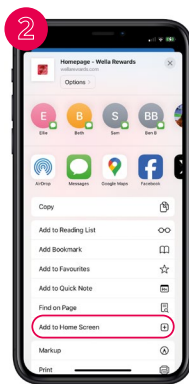
# THE APP: iOS

How to download on an iOS/Apple device:

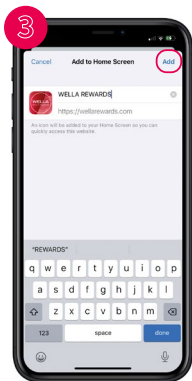


Head to [wellarewards.com](https://wellarewards.com) on your device and you'll be greeted with a pop-up, as shown above.

Click the share button at the bottom of the screen, as shown above.



Scroll down on the panel that appears and find 'Add to Home Screen', click to proceed.



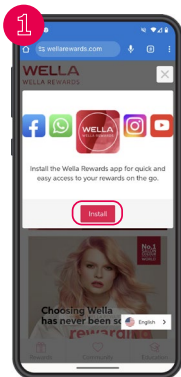
You'll then be able to click 'Add', located in the top right-hand corner of the screen above.



You'll now find the Wella Rewards app on your home screen for quick and easy access.

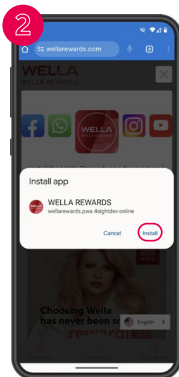
# THE APP: Android

## How to download on an Android device:

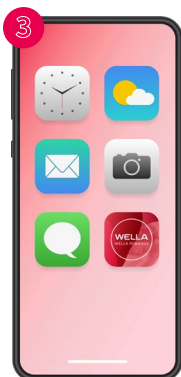


Head to [wellarewards.com](http://wellarewards.com) on your device and you'll be greeted with a pop-up, as shown above.

On the pop-up click the 'Install' button.



If prompted by your device, proceed with the download by clicking the 'Install' button on the pop-up.



You'll now find the Wella Rewards app on your home screen for quick and easy access.

# THE Tiers & Points

Points are earned based on bi-annual purchase requirements tied to trade terms. Points are awarded on the 28th of each month, for the previous month purchases.

Redemption Point Value: 80 points per \$ for Education & 110 Points per \$ for all other rewards.



## DIAMOND

>\$100,000  
8 points per \$1



## PLATINUM

\$50,000 - \$99,999  
7 points per \$1



## GOLD

\$10,000 - \$49,999  
6 points per \$1



## SILVER

\$1,000 - \$9,999  
2 points per \$1



## PARTNER

\$1 - \$999  
1 points per \$1





# WELLA Rewards

With our extensive catalogue, there's a reward to every member.  
Earn rewards like:



**Wella company back bar & stylist station products**



**Education: In-Salon, Studio & Events**



**School branded products  
(Schools only)**



**PLUS luxury items, electronics, home goods, e-cards & more!**

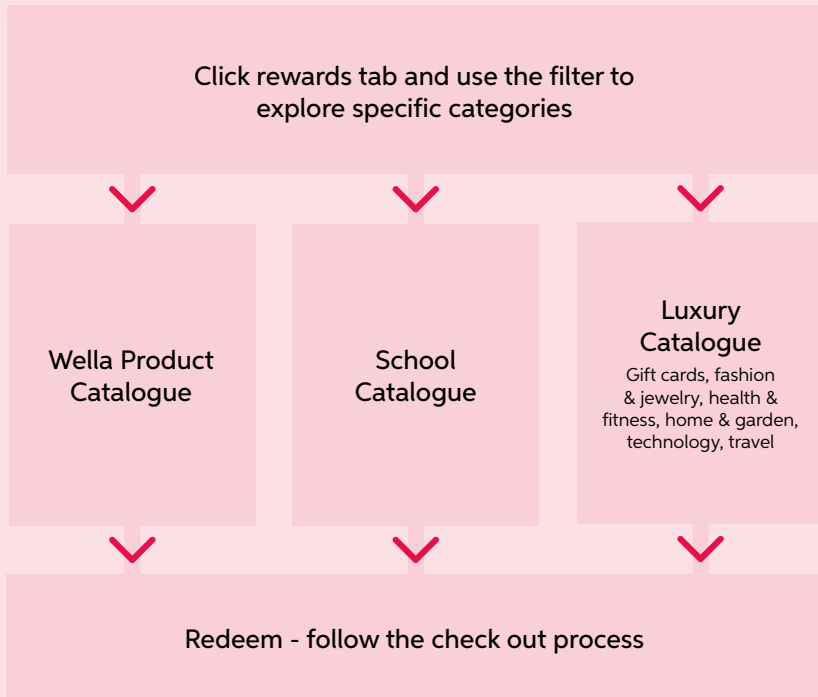


**Reimbursement of expenses  
(restrictions apply)**

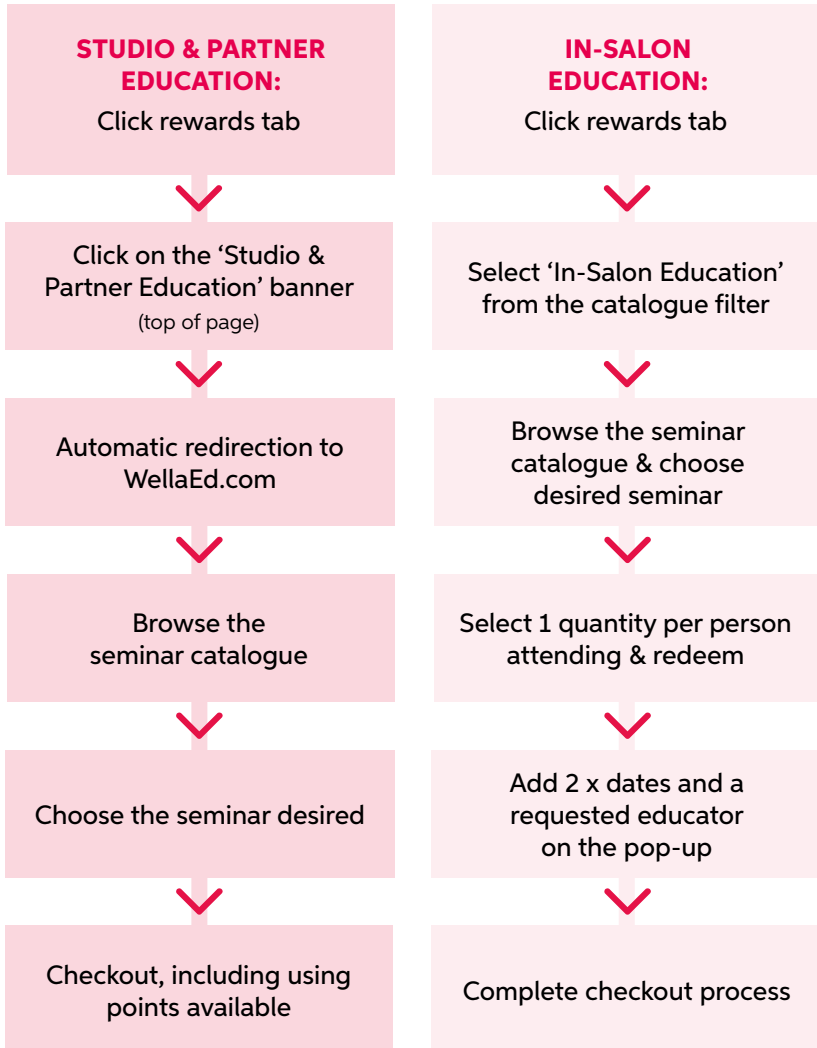
You can find the full catalogue available on the Wella Rewards app or website.

Rewards are subject to change dependent on stock availability, check the latest catalogue for all available and up to date items.

# HOW TO: Redeem Rewards



# HOW TO: Redeem Education



# ADDITIONAL **Benefits**



VIP

## **VIP Access:**

To Wella shows & events



## **Promotions:**

Exclusive to Wella Rewards members



## **Wella Rewards Quarterly Mailings:**

Exclusive to Diamond, Platinum & Gold members



## **Birthday Gift:**

For all members within their birthday month

# HOW TO: Register

**As a new Wella customer**, register for Wella Rewards and start earning points on your Wella purchases\*. Here's how you can get started.



## Register Online:

Register online via [wellarewards.com](https://wellarewards.com) or via the app



## Enter Your Account Number:

Make sure to enter either your Wella or Distributor Account Number so we can process your application



## Welcome Email:

You'll receive a welcome email letting you know your account has been approved. Then you can start checking out the full Wella Rewards website!



## Add Additional Users:

Via the 'My Account' page, add any additional users who you'd like to have access to your rewards account, either with or without reward redemption permission



## Language Preferences:

Via the 'My Account' page, you can choose to receive system notifications in English, French or Spanish (the default is English)



## Download The App:

Don't forget to download our app for easy access to our new Wella Rewards program

# YOUR FAQs

## Who can take part in Wella Rewards?

Wella Rewards is open to all customers who purchase Wella Products, either direct, or via one of our distributors. This includes salons and independent stylists, plus schools.

## How can I register for Wella Rewards?

You can register for Wella Rewards online or via the app at [wellarewards.com](http://wellarewards.com). Don't forget to enter your Wella or Distributor Account Number in order for your account to be approved.

## What brands can I purchase to earn points?

Purchases from the following brands will help build up your points:



Please note; Wella Colorcharm, Briogeo, GHD, Clairol & OPI are excluded for Canada.

## How often will my tier level change?

Tier levels will be evaluated on a bi-annual basis: July & January. If your purchases meet the \$ threshold of the next membership level, you will begin earning points for that new level in July and/or January.

## How often are my points updated?

Points are updated monthly, on the 28th of the following month (or if the 28th falls on a weekend, these will be updated on the prior working day).

# YOUR FAQs

## **Will my points expire?**

All points will expire every 12 months. Any points earned between January and December 2023 will expire March 31, 2024, and any points earned between January and December 2024 will expire March 31, 2025, and so on.

Any points not used by expiry will be lost so don't forget to use your points across our education redemption offering, or across our wide range of products available within the catalogue.

## **How do I download the app?**

The web app is not available via the app store, and instead can be downloaded by visiting [wellarewards.com](https://wellarewards.com) and following the on-screen instructions. This will vary per device type.

There are also helpful videos that can be followed over at: [wellarewards.com/page/wella-faqs](https://wellarewards.com/page/wella-faqs).

## **I have forgotten my password, what do I do?**

You can reset this at any time by visiting: [wellarewards.com/forgot-password](https://wellarewards.com/forgot-password) (this link can be found on the log-in screen also). You will receive an email within 5 minutes with a link to create a new password.

## **I would like to receive my emails and notifications in a different language, how do I update this?**

Updating your preferred language for notifications is simple. You can click the main menu icon in the top left corner of the screen once logged in, and select the 'My Account' page. Here you can easily amend and save your preferred language.

## **How can I provide access to someone else to view my rewards account and/or redeem rewards?**

You can add additional authorised users to your account within the 'My Account' page. You'll be asked to add their name, email address, and confirm whether or not you would like to allow redemptions.



# YOUR FAQs

## **I have a different question, or need some additional support, who can I contact?**

Our Rewards Team are on hand to help with any questions you may have. You can send them an email with any questions you have at: [hello@wellarewards.com](mailto:hello@wellarewards.com).

**You can find further information and support at:**  
[wellarewards.com/page/wella-faqs](https://wellarewards.com/page/wella-faqs)



UNITE. INSPIRE. GROW.  
**wellarewards.com**

Have a question?

**Get in touch with our dedicated reward team at:**  
[hello@wellarewards.com](mailto:hello@wellarewards.com)