Introducing...

SRRUBY RIBBON Smart START PROGRAM

Program Principles

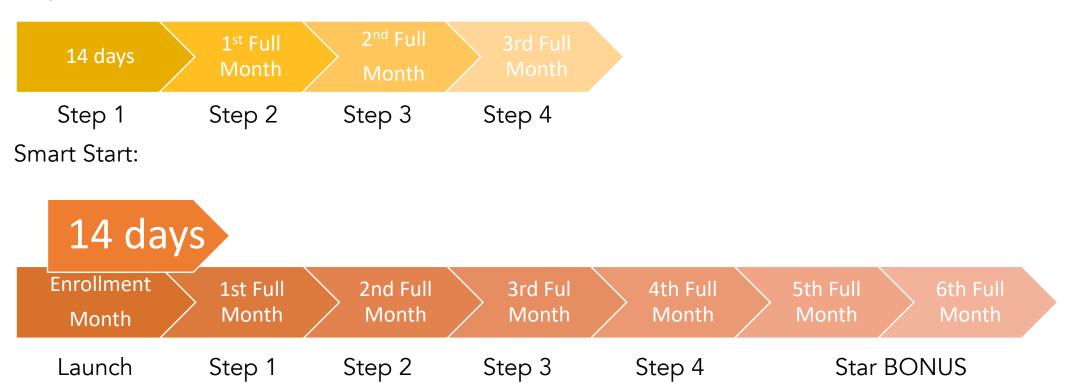
- Deliver a NEW program that emphasizes the 3 core pillars for growing a successful Ruby Ribbon business
 - Gathering New Custo
 - Gathering New Stylis
 - Creating New Star S

- Allow New Stylists an opportunity to complete ACTIONS while establishing healthy building habits
- Allow more time for sponsoring requirements while incentivizing early action
- Extend the program length to provide a longer-runway for take-off.

MRUBY RIBBON RUNWAY 2024

Timeline Comparison

Step into Success:



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Smart Start - Launch

Time Period: First 14 days in business

Requirements:

• 300 PQV

Complete Smart Start Checklist

- Download Connect
- Activate Ruby Studio Trial
- Complete New Stylist Training
- Conduct your first Personal Styling Appointment (PSA)
- Schedule your first Business Bash
- Schedule your first Cami Flash

Reward: \$50 Ruby Rewards

Smart Start – Step One

Time Period: First full month in business

Requirements:

• 300 PQV

Reward: \$50 Ruby Rewards

Qualified New Stylist:

- Joined with a Goal Getter Kit, or
- Joined with a Savvy Stylist Kit and has 300 PQV by the end of your Step 1, or
- Joined with a Business Basics Kit and has 300 PQV by the end of your Step 1

Sponsor Bonus: Receive a \$50 Ruby Rewards bonus for each New Qualified Stylist that you sponsor by the end of your first full month

Smart Start – Step Two Time Period: 2nd full month in business

Requirements:

- 750 PQV
- Sponsor 1 Qualified New Stylist

Reward: \$100 Ruby Rewards

Qualified New Stylist:

- Joined with a Goal Getter Kit, or
- Joined with a Savvy Stylist Kit and has 300 PQV by the end of your Step 1, or
- Joined with a Business Basics Kit and has 300 PQV by the end of your Step 1

Smart Start – Step Three Time Period: 3rd full month in business

Requirements:

- 1000 PQV
- Sponsor 1 Qualified New Stylist

Reward: \$150 Ruby Rewards

Qualified New Stylist:

- Joined with a Goal Getter Kit, or
- Joined with a Savvy Stylist Kit and has 300 PQV by the end of your Step 1, or
- Joined with a Business Basics Kit and has 300 PQV by the end of your Step 1

Smart Start – Step Four Time Period: 4th full month in business

Requirements:

- 1,500 PQV
- Sponsor 1 Qualified New Stylist

Reward: \$200 Ruby Rewards

Qualified New Stylist:

- Joined with a Goal Getter Kit, or
- Joined with a Savvy Stylist Kit and has 300 PQV by the end of your Step 1, or
- Joined with a Business Basics Kit and has 300 PQV by the end of your Step 1

Smart Start – BONUSES

COMPLETE ALL STEPS: \$250 Ruby Rewards

STAR BONUS:

Promote to Star Stylist within your first 6 full months in business

Reward: \$250 CASH BONUS

Smart Start – BONUSES

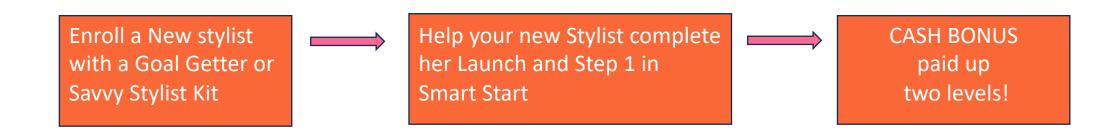
Rewards Recap: A New Stylist that successfully completes all steps and achieves Star Stylist, earns:

- \$800 in Ruby Rewards
- \$250 Cash
- Unlimited Ruby Rewards for the Sponsor Bonus in Step 1

BUT WAIT, THERE'S MORE...

Introducing the NEW Training Bonus

- Open to ALL Stylists inside and outside of the Smart Start Program
- Enrolling a New Stylist with a value–added Kit AND helping them get off to a Smart Start... has MAJOR PERKS!



MRUBY RIBBON RUNWAY 2024

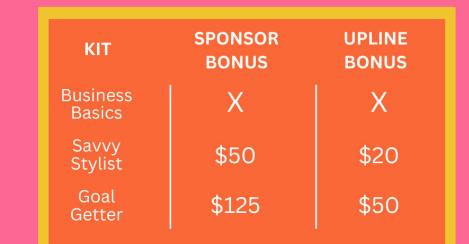
Introducing the NEW



- Unlimited bonuses paid
- Paid out on the 15th of the following month

How are we able to pay this juicy bonus?

Score CASH Rewards when you sponsor & mentor a new Stylist through Smart Start!



SR RUBY RIBBON

Sponsor must have personally enrolled the qualified new Stylist. The Upline Bonus is paid to the Sponsor's nroller. New Stylist must complete her Launch and Step 1 of the Smart Start Program for the Sponsor & Upline to be eligible for a cash bonus. All Cash bonuses will be paid out on the 15th of the following month after the New Stylist completes her Launch and Step 1 of the program. Eligible with new Stylists that enroll 7/20/2024 or later.

MRUBY RIBBON RUNWAY 2024

Smart Start – Step One

Time Period: First full month in business

Requirements:

• 300 PQV

Sponsor Bonus: Receive a \$50 Ruby Rewards bonus for each New Qualified Stylist that you sponsor by the end of your first full month

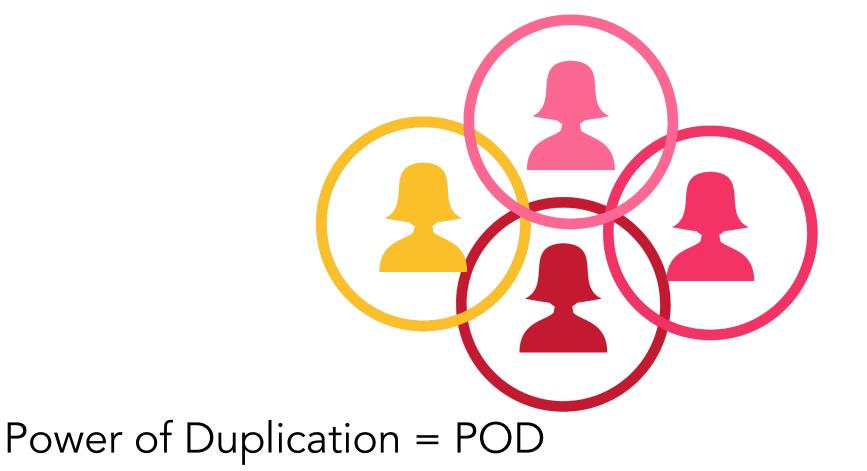
Reward: \$50 Ruby Rewards

Sponsoring is NOT a requirement, HOWEVER New Stylists can earn...

- Ruby rewards with the <u>Sponsor Bonus</u>, AND
- CASH Bonuses with the Training Bonus

Smart Start – Duplication!

GOAL: Every New Stylist you enroll, is really Her + Three

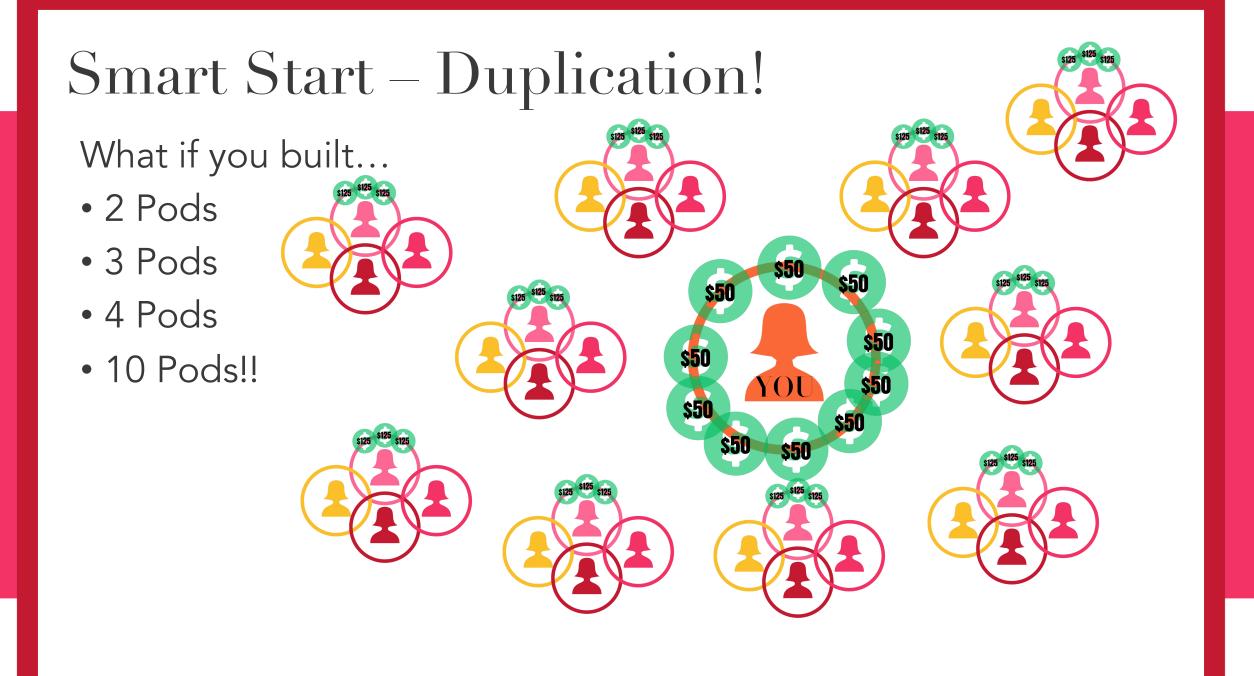


Smart Start – Duplication!

Power of Duplication (POD)

- Stylist Yellow: Goal Getter Her: \$125 You: \$50
- Stylist Red: Goal Getter Her: \$125 You: \$50
- Stylist Pink: Goal Getter Her: \$125 You: \$50
 Every POD...
- Her: \$375
- You: \$150





Smart Start – Duplication! GOAL: Every New Stylist you enroll, is really Her + Three

And THEY find their three...



Smart Start Program Overview & Tracker

9R RUBY RIBBON SMART START PROGRAM

Earn Big Rewards Right from the Start!



1. First 14 days – Join Date + next 14 days. 2. The first full month following you enrollment month: E.c. Joined May 1, first full month is June. Joined May 31, first full month is June. 3. All days Devards will be avaided by the 15th in the next full month following the step that was achieved. 4. All Cash bonuses will be paid out on the 15th of the following month. 5. New Qualified New 31, first full month is June. Joined May 1, first full month is June. Joined May 13, first full month is June 3. All days. 7. Additional unlimited bonuses apply to the Sponsor bonus and Training bonus opportunities. Sponsoring more than one qualified New Stift in any given training unserves the sponsor bonus and Training bonus opportunities.

Transition Plan

- Stylists currently in Step into Success will transition into the new program immediately.
 - If July is her third full month inside SIS, then she moves to earn Step 3
 Smart Start requirements by 7/31 and continues to Step 4 in August
- If her SIS Program ended in June, she is still eligible to pick up Step 4 in July and continue to earn Star Stylist Promotion!
- As a Sponsor, you are eligible to earn the SIS Mentor Bonus for your new Stylists that enrolled before 7/20 and completes any steps (under transition plan)
 - Any new Stylist you enroll 7/20 and later will automatically be enrolled in Smart Start, with an opportunity for the NEW training bonus for you and your Upline!

Smart Start Begins NOW