

# RUBY RIBBON

January 11, 2025

## MONTHLY FEATURES

### SHOP

#### ESSENTIAL BUNDLE + BOTTOMS BONUS

Grow your business when you share our **Essential Bundle** with every woman. Purchase any 2 (or more) select Camis or Demis and receive 10% off.

- 3024 Lace Cami Pale, Black, White & Espresso
- 3022 Original Cami Pale & Black & White
- 3061 Athena Cami Creme & Black
- 3075 Ultimate Cami with convertible straps Black & Pale
- 1610 Second Skin Cami Black & Fawn
- 3025 Convertible Cami Pale
- 3055 Pin Up Cami Black & Pale
- 3068 Everyday Cami in Black & Matte Beige
- 3029 Original Demiette Pale, Black & White
- 3060 Athena Demiette Creme
- 3076 Lace Lux Demiette Pale, Black, White (coming) & Espresso
- 1802 Sport Demiette Black
- 3067 Everyday Shape Demiette Black & Matte Beige
- 3074 Ultimate Demiette with convertible straps Black & Pale
- 1988 Sleek Shape Tank in Black & Fawn
- 3056 Ultimate Cami in Pale & Black
- 3033 Lace Demiette Pale, Black, White & Espresso

**Plus, customers that shop the Essential Bundle can also save \$10 on one select bottom or brief, using code: BOTTOMSBONUS at checkout!**

***Fine print:** While supplies last, some styles may be limited in sizes. Discount reflects in the shopping cart. Essential Bundle customers can also save \$10 on one select bottom or brief of choice (excluding new arrivals, Essential Brief, and Daily Comfort Brief) by using coupon code BOTTOMSBONUS at checkout. New Customer Coupon can be combined on the Essential Bundle only; however it cannot be combined with the Bottoms Bonus Coupon. Limit one Bottoms Bonus discount per order. Ruby Ribbon reserves the right to modify or end this offer at any time. Customers are eligible for a full refund or exchange for the same item. If any of the items are returned (without an exchange), then the discount is considered broken on the eligible products and the customer will be charged full price for the remaining item(s).*

#### NEW CUSTOMER COUPON CODE CHANGED

**New Customers** can use code **RR2025** to save \$15 off their first order of \$100! This is a single-use Customer coupon for NEW CUSTOMERS ONLY. New customers have **never** shopped with a Stylist or with the Home Office before. One Coupon per order.

#### SURPRISE SALE continues

Customers can shop the Surprise Sale every day. Spend \$175 and add on a Surprise item for \$15. Customer chooses her product category (Cami, Demiette / Sport Tank, Bottoms or Panties) in her size, and we choose the style and color.

**STYLIST ONLY**  
**\$5 Red Glitter Collection**

**Fine print:** Once the order is qualified with \$175 minimum purchase (after all discounts and coupons have been applied), add a Surprise item(s) in the shopping cart for \$15. Color, style and support level chosen randomly. Limited quantities & sizes - while supplies last. Surprise items are final sale, no returns or exchanges. Items returned for a refund from the qualifying order of \$175, where the discount is broken, the customer will be charged back \$44 per Surprise item(s) kept (\$59 assumed retail price minus \$15). Qualifying purchase total is before sales tax and shipping.

\$5 Red Glitter Tanks and Demilettes – all sales final. Click [HERE](#) to shop.  
Due to defects in the bonded panels, we're removing these styles from the website but offering Stylists the chance to purchase them for \$5, with no returns or exchanges, as some units may be affected.

**Fine print:** These items are NOT for customer consumption or as gifts for customers. Stylists are also prohibited from reselling our products on other websites. No volume awarded. Coupons cannot be combined.

## \$109 RR Denim Jackets

We're excited to offer our exclusive Ruby Ribbon Denim Jackets, previously available only to Runway attendees, now available to all Stylists for just \$109! Click [HERE](#) to shop.



**Fine print:** The jacket is NOT for customer consumption. No volume. Exchange only, pending available inventory.

## 2024 HOSTESS REWARDS PROGRAM

Host a Party and earn Ruby Rewards towards FREE products! The more party volume, the more Rewards potential!

Total Party Qualifying Volume (PQV)	Total Ruby Rewards
300 - 500	\$25 Total Rewards
501 - 750	\$50 Total Rewards
751 - 1,000	\$75 Total Rewards
1,001 - 1,500	\$125 Total Rewards
1,501 - 2,000	\$175 Total Rewards
2,001 - 10,000	10% of total PQV in Ruby Rewards, up to \$1,000

**Fine Print:** Ruby Rewards are awarded at the time the party is closed and must be redeemed within 72 hours. Rewards are not stackable. Items purchased with Ruby Rewards cannot be returned (exchanges only). Ruby Rewards can be applied towards

	<p>full price items, excluding new arrivals (items displayed in the New Arrivals category on the website). Rewards cannot be used towards enrollment kits, business supplies or sale items. Rewards cannot be used in conjunction with other promotions or discounts.</p>
<p><b>START KITS TO LAUNCH HER BUSINESS</b></p>	<p>Every Stylist is required to join with at least the \$99 Business Basics Kit, or she can choose from any of our other value-added optional kits including:</p> <ul style="list-style-type: none"> <li>• GOOD Start - <b>\$99 Business Basics Kit</b> - Includes her choice of 1 Cami in Original or Lace Collection + business supplies.</li> <li>• GREAT Start - <b>\$319 Savvy Stylist Kit*</b> - This kit comes with everything in the \$99 Kit, 3 of our best-selling Camis.</li> <li>• BEST Start - <b>\$599 Goal Getter Kit*</b> - This kit comes with everything in the \$99 Kit, plus her choice of the On Waist Shape Short, 6 of our best-selling Camis or Demis, the Black RR Tote Bag and SO MUCH MORE.</li> </ul> <p><i>*This optional, value-added kit is available at the time of enrollment, but is not required to become a Ruby Ribbon Stylist. The only requirement to become a Stylist is to purchase the \$99 Business Basics Kit (the \$99 Business Basics Kit is optional for Stylists residing in the state of North Dakota). See Kit assets at <a href="http://www.myRubyU.com">www.myRubyU.com</a>.</i></p>
<p><b>STYLIST INCENTIVES &amp; EVENTS</b></p>	
<p></p>	<p>New Stylists are automatically enrolled in our Smart Start Program, giving her the opportunity to earn MAJOR rewards, including cash, by taking bite sized steps and actions to launch her business in the first 6 months. Learn more in <a href="http://MyRubyU">MyRubyU</a>.</p>
<p><b>TRAINING BONUS</b> All Stylists!</p>	<p>Earn a CASH Bonus when you sponsor a new Stylist with the Savvy Stylist or Goal Getter Kit who completes her Launch and Step 1 of the Smart Start Program. Plus, your Upline also earns!</p> <ul style="list-style-type: none"> <li>• New Stylist joins with the Savvy Stylist and completes Smart Start requirements, Sponsor receives \$50 and your Upline receives \$20 in cash.</li> <li>• New Stylist joins with the Goal Getter and completes Smart Start requirements, Sponsor receives \$125 and your Upline receives \$50 in cash.</li> </ul> <p><b><i>Fine Print:</i></b> <i>Sponsor must have personally enrolled the qualified new Stylist. The Upline Bonus is paid to the Sponsor's enroller. New Stylist must complete her Launch and Step 1 of the Smart Start Program for the Sponsor &amp; 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.</i></p>
<p></p>	<p>Join us virtually on Saturday, January 25th, 2025, starting at 9am for an inspiring event featuring CEO Melyn Campbell and Chief Brand and Innovation Officer Kimber Maderazzo. Gain valuable insights from top Stylist Leaders on how to kick off the New Year stronger than ever—and so much more! Best of all, registration is FREE for everyone. Don't miss out! <a href="#">REGISTER HERE</a></p>
<p><b>SPARK YOUR SALES CHALLENGE</b></p>	<p>Earn points for every qualified* customer order and be entered to win mystery Swag Bags, valued up to \$300, from 1/11/2025 - 1/23/2025 11:59pm PT. Points:</p>



- Orders between 100-199.99 PQV = 1 point
- Orders between 200-299.99 PQV = 2 points
- Orders between 300+ PQV = 3 points

Prizes:

- 10-19 points = (2) Raffle winners receive Mystery Swag Bag (Valued \$100)
- 20-29 points = (2) Raffle winners receive Mystery Swag Bag (Valued \$200)
- 30+ Points = (1) Raffle winner receive Mystery Swag Bag (Value \$300)

PLUS, Prizes for:

- Largest Qualified Order = Mystery Swag Bag (Value \$300)
- Longest Daily Qualified Order Streak\*\* (min. 5 consecutive days) = Mystery Swag Bag (Value \$300)
- Most Qualified Orders in a Single Day = Mystery Swag Bag (Value \$300)

**Fine Print:** Points are earned for each qualified customer order placed during the incentive period, with a minimum of 100 PQV. Stylist orders are not eligible for points. We recommend using the incentive tracker to monitor your daily orders. To qualify for earning and winning prizes, Stylists must be registered for the challenge.

**\*\*In the event of a tie, the Stylist with the most days of qualified orders will be the winner. If there's still a tie, the total volume of qualified orders within the streak will serve as the secondary tiebreaker.**

#### KEY DATES

Check your [HQ Training calendar](#) for call information

December 2024 Recognition <b>1/14 @ 5pm PT</b>	Join Director of Sales, Livvy Cunningham at 5pm PT for our monthly Recognition event. Come to celebrate with each other.
<b>HQ CLOSED</b> 1/20	The HQ Team will be closed on Monday, January 20th in observance of Martin Luther King Jr. Day.
SPARK 2025 1/25	We want EVERY Stylist to start 2025 with us at our annual Spark event! This year, we're thrilled to offer this virtual event completely FREE for all Stylists! Join us on Saturday, January 25th, starting at 9am PT for an exciting and informative day.
Skill-UP <b>Wed. @ 8am PT</b>	Join your HQ Sales Team and a Stylist co-host every Wednesday at 8am PT to get training on a skill that will level up your business. Come to learn key business strategies and skills and walk away with action items and a plan. <b>No call on 1/1/25.</b>
Meet Ruby Ribbon <b>Thurs. @ 5pm PT</b>	Invite customers to join us for a fun & upbeat corporate-led party every Thursday at 5pm PT. She will come to learn about the company and our essential products and leave ready to order and join our community. <b>No call on 1/2/2025.</b>