

# RUBY RIBBON

March 7, 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 continues


**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.

<div><div>STYLIST ONLY</div><div>\$5 Red Glitter Collection</div></div> <div><div>\$109 RR Denim Jackets</div></div>	<p><b>Fine print:</b> 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 &amp; 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.</p> <p>\$5 Red Glitter Tanks and Demiottes – all sales final. Click <a href="#">HERE</a> 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.</p> <p><b>Fine print:</b> 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.</p> <p>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 <a href="#">HERE</a> to shop.</p> <p><b>Fine print:</b> The jacket is NOT for customer consumption. No volume. Exchange only, pending available inventory.</p>														
<div><div>HOSTESS REWARDS PROGRAM</div></div> <div><div>Host in March and earn Big Time!</div></div>	<p><b>JUST ADDED!</b></p> <p>Start and Close a Party in March with a minimum of 300 PQV and earn ever more Rewards, in addition to our existing Hostess Program.</p> <ul style="list-style-type: none"><li>• 300 PQV - Set of Petals</li><li>• 750 PQV - Add on Sport Leggings in Azure</li><li>• 2000 PQV - Add on Lace Cami in Black</li></ul> <table><tr><th>Total Party Qualifying Volume (PQV)</th><th>Total Ruby Rewards</th></tr><tr><td>300 - 500</td><td>\$25 Total Rewards</td></tr><tr><td>501 - 750</td><td>\$50 Total Rewards</td></tr><tr><td>751 - 1,000</td><td>\$75 Total Rewards</td></tr><tr><td>1,001 - 1,500</td><td>\$125 Total Rewards</td></tr><tr><td>1,501 - 2,000</td><td>\$175 Total Rewards</td></tr><tr><td>2,001 - 10,000</td><td>10% of total PQV in Ruby Rewards, up to \$1,000</td></tr></table>	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
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	<p><b>Fine Print:</b> For the March Hostess exclusive, the Party must have a start and close date in March 2025 to be eligible. All orders counted towards the minimum sales requirement must have a March date. Offer only available to customer Hostesses (Stylists are not eligible). Coupons will be issued and emailed to the Hostess within 15 days of the party close date, on a first closed basis, while supplies last. Coupon must be redeemed within 10 days of issuance. Standard shipping rules apply for orders under \$150. 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 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>5 Day New Stylist Challenge</p>	<p>Join in March with the \$99 Kit and have a chance to earn up to \$50 in Ruby Rewards for completing a 5-day New Stylist Challenge in Ruby Connect.</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><b>GET BACK IN THE GAME</b></p> <p>All Stylist Challenge</p>	<p>Bring Your A Game, Win the Day &amp; Earn Rewards in March! There are two ways to win!</p> <p><b>Stylists who have sold less than 1,000 PQV in a month since March 2024*</b></p> <ul style="list-style-type: none"> <li>• Sell 1,000 PQV &amp; earn \$75 in Ruby Rewards</li> <li>• Sell 1,500 PQV &amp; earn Ruby Rewards + RR Tote (\$234 value)</li> </ul> <p><b>Stylists who have sold more than 1,000 PQV in a month since March 2024*</b></p> <ul style="list-style-type: none"> <li>• Achieve your highest sales month since March 2024 &amp; earn \$50 in Ruby Rewards</li> </ul> <p><b>Fine Print:</b> Stylists must win at least 15 days in March to be eligible for prizes. Stylists are eligible for rewards based on their sales activity over the last year, from March 2024 to February 2025. All Rewards will be awarded via a Coupon Code to Stylists no later than 4/20/2025 and must be redeemed within 10 days.</p>

<b>WIN THE DAY</b> Ruby Connect Challenge	Take action every day in March using the Connect app with our Win the Day Challenge! Consistent use of Connect builds powerful habits— <ul style="list-style-type: none"> <li>Win 15 Days in March and earn Lingerie Bag (\$15 value)</li> <li>Win 25 Days in March and add on the Rose Print Shawl (\$94 value)</li> </ul> <b>Fine Print:</b> Streaks are not necessary. Prizes will be awarded as a coupon code to Stylists who win the day at least 15 times in March, by 4/20/2025. The coupon must be redeemed within 10 days of the issue date. Standard shipping rules apply.
	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="#">MyRubyU</a> .
<b>TRAINING BONUS</b> All Stylists!	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! <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> <b>Fine Print:</b> 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 & 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.
<p style="text-align: center;"><b>KEY DATES</b></p> <p style="text-align: center;">Check your <a href="#">HQ Training calendar</a> for call information</p>	
February 2025 Recognition <b>3/18 @ 5pm PT</b>	Join Director of Sales, Livvy Cunningham at 5pm PT for our monthly Recognition event. Come to celebrate with each other.
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.
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.