

RUBY RIBBON

April 2025

MONTHLY FEATURES

SHOP

SPEND \$100,
ADD ON \$5 PETALS

April is full of perks! With every purchase of \$100 or more, customers can add on a set of Petals for only \$5.

Fine Print: Offer expires April 30, 2025, at 11:59pm PT. Once the cart is qualified and petals have been added, the discount will automatically be applied. Limit of 1 discount per order. Cannot be combined with other coupons or discounts. Customers are eligible for a refund or exchange according to our standard policy. If any items are returned (without an exchange), then the customer will be charged back \$10 for the Petals kept. Petals are FINAL SALE.

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

<p>NEW CUSTOMER COUPON + FREE PETALS IN APRIL</p> <p>SURPRISE SALE UPDATED</p> <p>STYLIST ONLY \$5 Red Glitter Collection</p> <p>\$109 RR Denim Jackets</p>	<p>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).</p> <p>New Customers can use code RR2025 to save \$15 off their first order of \$100! Plus, for April only, New Customers can add on a set of Petals for FREE with their first purchase.</p> <p>Fine print: New Customers have never shopped with a Stylist or HQ before. Petals offer with new Customer coupon expires 4/30/2025 11:59pm PT. This is a single-use coupon for NEW CUSTOMERS ONLY. Petals must be added to cart before applying the Coupon. One Coupon per order. Petals are FINAL SALE and cannot be returned. If items are returned, a \$15 charge will apply for the Petals kept.</p> <p>Customers can shop the Surprise Sale every day. Spend \$50 and add on a Surprise item for \$20. Customer chooses her product category (Cami, Demiette / Sport Tank, Bottoms or Panties) in her size, and we choose the style and color.</p> <p>Fine print: Shop Surprise items for \$20. Color, style, and support level will be chosen randomly. Limited quantities and sizes available while supplies last. No party volume qualifies for Surprise items. All Surprise items are final sale—no returns or exchanges.</p> <p>\$5 Red Glitter Tanks and Demiettes – 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.</p> <p>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.</p> <p>Grab the exclusive Ruby Ribbon Denim Jacket for just \$109! Click HERE to shop.</p> <p>Fine print: The jacket is NOT for customer consumption. No volume. Exchange only, pending available inventory.</p>		
<p>HOSTESS REWARDS PROGRAM</p> <p>Spring into Rewards!</p>	<p>Start and Close a Party in April with a minimum of 300 PQV and earn even more Rewards. With every April Party, Hostesses can earn:</p> <ul style="list-style-type: none">• 300 PQV - Set of Petals• 751 PQV - Add on Sport Leggings in Azure• 2001 PQV - Add on Lace Cami in Black <p>Plus, she'll also receive Ruby Rewards through our existing Hostess Rewards Program!</p> <table border="1"><tr><td>Total Party Qualifying Volume (PQV)</td><td>Total Ruby Rewards</td></tr></table>	Total Party Qualifying Volume (PQV)	Total Ruby Rewards
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: For the April Bonus Rewards, the Party must have a start and close date in April 2025. All orders counted towards the minimum sales requirement must have an April 2025 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.

START KITS TO LAUNCH HER BUSINESS

5 Day New Stylist Challenge continues

Join in April with the \$99 Business Basics Kit and earn up to \$50 in Ruby Rewards for completing a 5-day New Stylist Challenge in Ruby Connect. Every day you complete, you earn \$10 Ruby Rewards.

Here's how it works:

- Day 1 after Enrollment Date: Download Ruby Connect, sign in, set your goals
- Day 2: Create your first social post using Ruby Connect
- Day 3: Start a new conversation with a potential customer with Ruby Connect
- Day 4: Follow up with a customer using Ruby Connect
- Day 5: Combine all the daily actions to Win the Day!

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:

- **\$319 Savvy Stylist Kit*** - This kit comes with everything in the \$99 Kit, 3 of our best-selling Camis.
- **\$599 Goal Getter Kit*** - 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.

Fine Print: These optional, value-added kits are available at the time of enrollment but are not required to become a 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 www.myRubyU.com.

STYLIST INCENTIVES & EVENTS

<p>WIN THE DAY</p> <p>Ruby Connect Challenge</p>	<p>Take action every day in April using the Connect app with our Win the Day Challenge! Consistent use of Connect builds powerful habits—</p> <ul style="list-style-type: none"> • Win 15 Days in April and earn Petals (\$15 value) • Win every day in April (30 days) and add on the RR Tote (\$174 value) <p>Fine Print: Stylist must win a minimum of 15 days in April to be eligible. Prizes will be awarded as a coupon code by 5/20/2025. The coupon must be redeemed within 10 days of issue. Standard shipping rules apply.</p>
<p>SMART START Program</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 MyRubyU.</p>
<p>TRAINING BONUS</p> <p>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"> • New Stylist joins with the Savvy Stylist and completes Smart Start requirements, Sponsor receives \$50 and your Upline receives \$20 in cash. • New Stylist joins with the Goal Getter and completes Smart Start requirements, Sponsor receives \$125 and your Upline receives \$50 in cash. <p>Fine Print: 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>
<p>Spring into SUCCESS</p>	<p>Step into the new season with valuable skills and join us for an empowering virtual event on April 26th, from 9am - 12pm PT, designed to help your business thrive. REGISTER NOW, spaces are limited! Registration closes on 4/25 at 11:59pm PT.</p>
<p>KEY DATES</p> <p>Check your HQ Training calendar for call information</p>	
<p>March 2025 Recognition 4/15 @ 5pm PT</p>	<p>Join Director of Sales, Livvy Cunningham at 5pm PT for our monthly Recognition event. Come to celebrate with each other.</p>
<p>Spring into Success 4/26 9am - 12pm PT</p>	<p>You're invited to join us virtually for Spring into Success. Discover your strengths at this inspiring, invigorating event designed to help you take your business to the next level. Register today!</p>
<p>Skill-UP Wed. @ 8am PT</p>	<p>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.</p> <p>Wednesday, 4/16, Skill-UP will be moved to 8:30am PT for a Connect Q&A.</p>

Meet Ruby Ribbon
Thurs. @ 5pm PT

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.