

RUBY RIBBON

May 2025

MONTHLY FEATURES

SHOP

SPEND \$100,
ADD ON \$5 PETALS
Continues

Last month to get \$5 Petals with every purchase of \$100 or more.

Fine Print: Offer expires May 31, 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
Continues

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, 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).

<p>NEW CUSTOMER COUPON + FREE PETALS <i>Continues</i></p> <p>SURPRISE SALE <i>Continues</i></p> <p>STYLIST ONLY <i>Continues</i> \$5 Red Glitter Collection</p> <p>\$109 RR Denim Jackets</p>	<p>New Customers can use code RR2025 to save \$15 off their first order of \$100! Plus, we continue with a FREE Petal set with their first purchase for the month of May.</p> <p><i>Fine print: New Customers have never shopped with a Stylist or HQ before. Petals offer with new Customer coupon expires 5/31/2025 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.</i></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><i>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.</i></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><i>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.</i></p> <p>Grab the exclusive Ruby Ribbon Denim Jacket for just \$109! Click HERE to shop.</p> <p><i>Fine print: No volume. Exchanges only.</i></p>								
<p>HOSTESS REWARDS PROGRAM</p> <p>May Parties, Major Perks</p>	<p>Host a Party in May and <i>earn extra rewards!</i> Start and close a party this month with at least 300 PQV, and unlock Hostess perks. Here's what your May Hostesses can earn:</p> <ul style="list-style-type: none"> ✦ 300 PQV – Get a Set of Petals ✦ 751 PQV – Add on Sport Leggings in Azure ✦ 2001 PQV – Add on the Lace Cami in Black <p>Host a Party and earn Ruby Rewards towards FREE products! The more party volume, the more Rewards potential!</p> <table border="1" data-bbox="534 1537 1515 1845"> <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> </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
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<p>START KITS TO LAUNCH HER BUSINESS</p> <p>5 Day New Stylist Challenge Continues</p>	<p>Join in May 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.</p> <p>Here's how it works:</p> <ul style="list-style-type: none"> • 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! <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"> • \$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. <p>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 MyRubyU.</p>						
<p>STYLIST INCENTIVES & EVENTS</p>							

<p>WIN THE DAY</p> <p>Ruby Connect Challenge</p>	<p>Take action every day in May 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 May and earn Décolleté Mask (\$45 value) • Win every day in May and add on the Branded Denim Jacket <p>Fine Print: Stylist must win a minimum of 15 days in May to be eligible. Prizes will be awarded as a coupon code by 6/20/2025. The coupon must be redeemed within 10 days of issue. Standard shipping rules apply.</p>
<p>SR SMART START <i>Program</i></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>KEY DATES</p> <p>Check your HQ Training calendar for call information</p>	
<p>MRR with Melyn Campbell</p> <p>5/8 @ 5pm PT</p>	<p>Ruby Ribbon CEO, Melyn Campbell, will be co-hosting the May 8th call at 5pm PT! You'll want to be there for this one—mark your calendar now!</p>
<p>April 2025 Recognition</p> <p>5/13 @ 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>5/26 Memorial Day</p> <p>HQ CLOSED</p>	<p>The HQ Team, along with the Distribution Center will be closed on Monday, May 26th in observance of Memorial Day.</p>
<p>Skill-UP</p> <p>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, 5/21, Skill-UP will be moved to 8:30am PT for a Connect Q&A.</p>
<p>Meet Ruby Ribbon in Connect</p> <p>Tues. @ Various Times</p> <p>Thurs. @ 5pm PT</p>	<p>Invite your customers to join us for a fun, upbeat, corporate-led party—happening every Tuesday (at rotating times) and Thursdays at 5pm PT! These lively events are the perfect way for guests to discover what Ruby Ribbon is all about. She'll come curious and leave inspired—ready to shop <i>and</i> say YES to something more! Check the training calendar for times.</p>