



PREMIUM REWARDS  
PROGRAM



[www.itelyhairfashion.us](http://www.itelyhairfashion.us)

**AVANTI  
PREMIUM**

**REWARDS  
PROGRAM**

# PURCHASE ITELY PRODUCTS **EARN REWARDS**

Since its introduction, ITELY HAIRFASHION has worked diligently to provide its loyal customers with a Salon Rewards/Loyalty Program with the singular priority of providing true value and support without unnecessary complications or extreme order and inventory requirements.

We consistently strive to modify our programs to best serve your businesses and successfully address your artistic and technical demands and needs.

All ITELY professional salon quarterly paid purchases will be eligible for the reward based on the purchasing level as defined in the current system.

AVANTI participants cannot be "Phantom" or veiled retail outlets. The AVANTI Rebate Program is for professional salons, booth-rentals and leased-chairs only. ITELY Hairfashion reserves the right to enforce any and all policies, rules and eligibility requirements to protect its loyal customers from product diversion.

## ACCESSIBLE **REBATES**

25% of the rebate must be applied to Retail.  
The balance must be take in Backbar, Developers,  
Color support products and tools including  
Proshape Ondasoft Bio-Reducer/non-thio  
Permanent Waves and  
New SYNERGICARE products!



# EXPERIENCE ITELY **TODAY**

1. Complete your ITELY AVANTI Salon/Stylist Registration Form.
  - Retain one copy for your records
  - Submit one copy to your ITELY Distributor
2. Purchase a minimum of \$450 in ITELY haircolor and Color System products per Quarter to qualify for entry into the AVANTI Premium Rebate Program.
3. Check [www.ityelhairfashion.us](http://www.ityelhairfashion.us) for any products or special promotions that may be added to this list. ITELY Hairfashion reserves the right to substitute, modify or discontinue products due to availability.

Carefully review the terms and rebate allowances to determine your options and level of qualification.

Certain tools and special promotional items may be sent from ITELY HAIRFASHION N.A. and not your distributor. That amount will be subtracted from your coupon value in the amount of the delivery or special order request from ITELY HAIRFASHION N.A.

Fill out the form and PRINT 2 copies, 1 for your records and 1 to give to your distributor.

4. Approximately 30 days after your Distributor submits and verifies your purchase records, you will receive your QUARTERLY ITELY AVANTI REWARDS COUPON. Give your coupon to your Distributor or Distributor Representative.

FIND MORE AT **[WWW.ITELYHAIRFASHION.US](http://WWW.ITELYHAIRFASHION.US)**

# PROGRAM **REWARD LEVELS**

## **LEVEL 1 - ITELY AVANTI BRONZE LEVEL**

**5% REBATE**

\$450.00/per quarter in paid purchases per  
ITELY AVANTI PROGRAM eligibility requirements.

## **LEVEL 2 - ITELY AVANTI SILVER LEVEL**

**7% REBATE**

\$1,950 - \$2,899/per quarter in paid purchases per  
ITELY AVANTI PROGRAM eligibility requirements.

## **LEVEL 3 - ITELY AVANTI GOLD LEVEL**

**9% REBATE**

\$2,900 – \$3,899/per quarter in paid purchases per  
ITELY AVANTI PROGRAM eligibility requirements.

## **LEVEL 4 - ITELY AVANTI PLATINUM LEVEL**

**12% REBATE**

\$3,900- \$4,999/per quarter in paid purchases per  
ITELY AVANTI PROGRAM eligibility requirements.

## **LEVEL 5 - ITELY AVANTI DIAMOND LEVEL**

**15% REBATE**

\$5,000 + / per quarter in paid purchases per  
ITELY AVANTI PROGRAM eligibility requirements.



ITELY HAIRFASHION is committed to creating an eco-friendly environment as well as the use of emerging green technologies in the production of its extensive line of environmentally friendly products.



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ISO 22716  
BUREAU VERITAS  
Certification

