

KEUNE 

UNITED STATES | 2024



LOYALTY CLUB

# JOIN THE CLUB

The Keune Loyalty Club (KLC) is a free-to-join program, designed to reward Keune salons for their brand loyalty. The club has multiple participation levels based upon dollars spent, and is easily tracked through the KLC Salon Portal.

## **GROW YOUR BUSINESS**

Use your Business Builder Funds (BBF) for:

- 124Go Business Programs
- Keune Education
- Keune Branded Accessories and Tools
- Developers and Lighteners
- Back Bar or Stylist Station Products
- Customizable Salon Collateral
- Client Sampling

## **ENROLL TODAY!**

Contact your local Distributor Sales Consultant.

---

## **QUESTIONS?**

Contact [ask@keuneloyaltyclub.com](mailto:ask@keuneloyaltyclub.com) for more details.

---

# REWARD DETAILS



## QUALIFY

Purchase a minimum of \$1,500 annually\* in Keune products.



## EARN

Earn Business Builder Funds (BBF) for every \$1 you purchase.



## REDEEM

Redeem your BBF dollars for education, back bar, stylist station products, product samples, business building and more.

## Purchase Qualifications & Benefits

QUALIFICATION LEVELS	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	MEMBER
Minimum annual purchase qualifications**	\$120,000+	\$80,000-\$119,999	\$40,000-\$79,999	\$20,000-\$39,999	\$6,000-\$19,999	\$1,500-\$5,999
BENEFITS						
Business Builder Fund (BBF) percentages on Professional and Retail purchases	12%	10%	7%	5%	3%	2%
Salon locator listing on the Keune website	✓	✓	✓	✓	✓	✓
New retail product sampling	✓	✓	✓	✓		
International Academy trip for four (includes tuition, lodging and round-trip airfare)*** OR Custom In-Salon Education Experience	✓					
International Academy trip for two (includes tuition, lodging and round-trip airfare)*** OR Custom In-Salon Education Experience		✓				
Domestic trip for two to a Keune Academy program; 3 locations to choose from, (includes tuition and an American Express gift card for hotel and airfare) OR Custom In-Salon Education Experience.			✓			

\*Annually refers to calendar year January through December. \*\*All prices listed in USD. Accessory purchases do not count toward annual purchase amount.

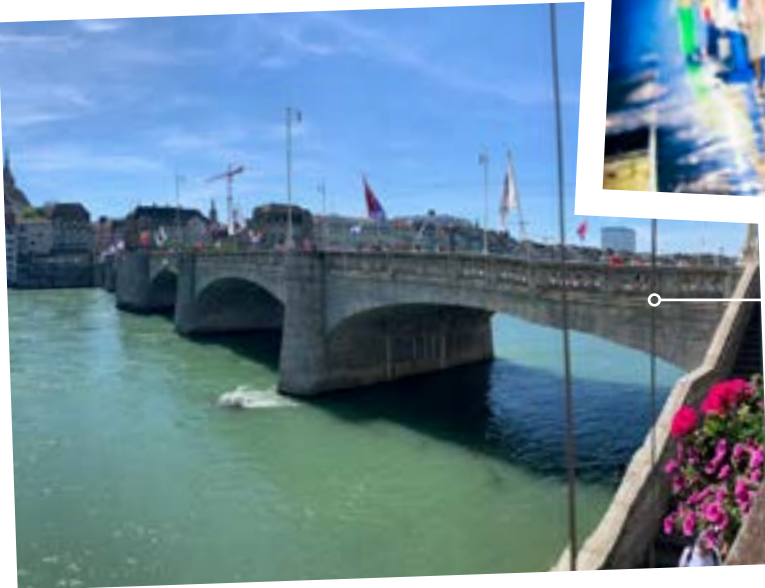
\*\*\*International Academy trips are coordinated through Keune North America headquarters and may be exchanged for domestic Academy upon request, based on class availability.



**LONDON**  
2023 KLC Reward Trip



**AMSTERDAM**  
2022 KLC Reward Trip



**SWITZERLAND**  
2019 KLC Reward Trip



**AMSTERDAM**  
2018 KLC Reward Trip

# BUSINESS BUILDER FUND (BBF) SPENDING

---

## Education

Keune Academy, 124Go Business Programs, and special events are listed on the KLC website "[Education](#)" page. Tickets are available for purchase using BBF first and then a credit card option to pay the balance, if needed.

---

## In-Salon Education

Information can be found on the KLC website "[Keune In-Salon Education](#)" page. Reach out to your Field Education Manager for further assistance.

---

## Merchandise

The Keune Store can be found at [proforma.com/keune](http://proforma.com/keune). In order to purchase merchandise, a new account must be created. Two payment options are available when purchasing store merchandise: a credit card and/or BBF. These payment options cannot be combined; it is one or the other.

---

## Accessories, Tools & More

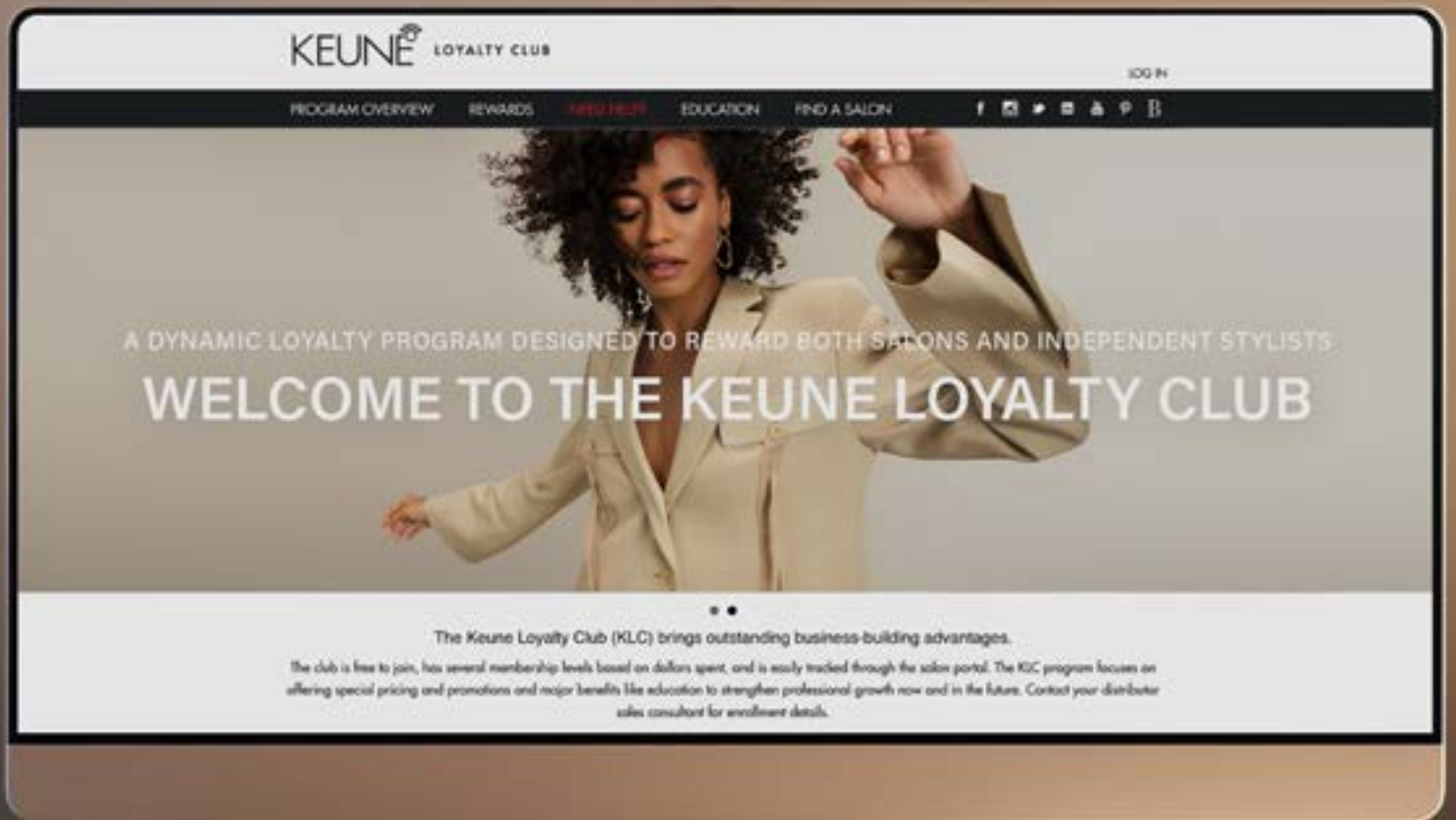
### **50% OFF ACCESSORIES, TOOLS & MORE**

Complete this [Accessory Order Form](#) found on the homepage of the KLC website. Purchases can only be made using BBF. \$15 shipping charges are included on each order. All orders are shipped directly from Keune. BBF deductions are processed by the KLC Brand Manager.

Contact your Distributor Sales Consultant for:

- Client Sampling – travel sizes ordered through your distributor
- Custom Salon Collateral (Keune branded)
- Custom Keune Advertising and/or Social Media (Keune branded)

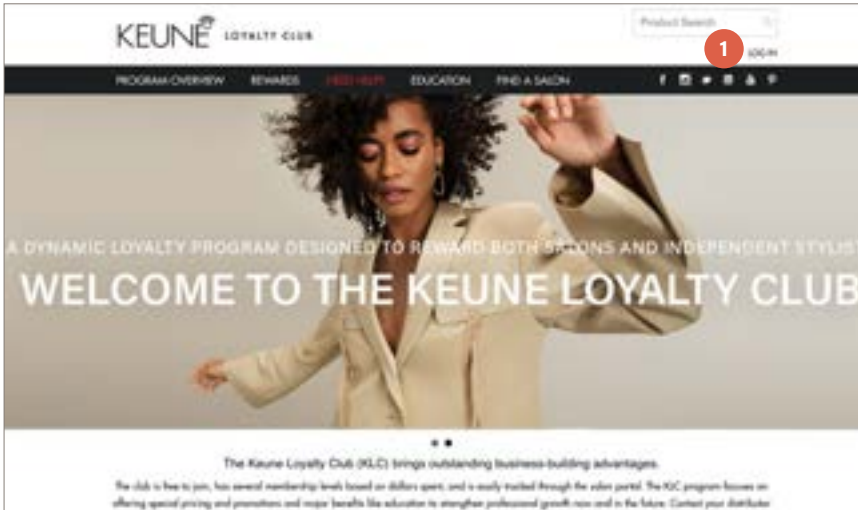
# ENTER THE SALON PORTAL



KeuneLoyaltyClub.com

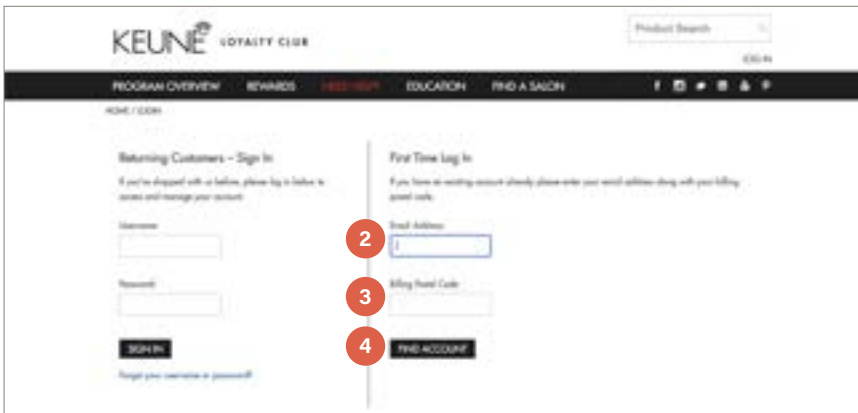
On the KLC Salon Portal, you can view your current qualification level and Business Builder Fund balance, review year-to-date purchases and redeem rewards directly.

# SALON HOW-TO FIRST TIME LOG IN



## ACCESS

1. At KeuneLoyaltyClub.com, click "[Log In](#)".

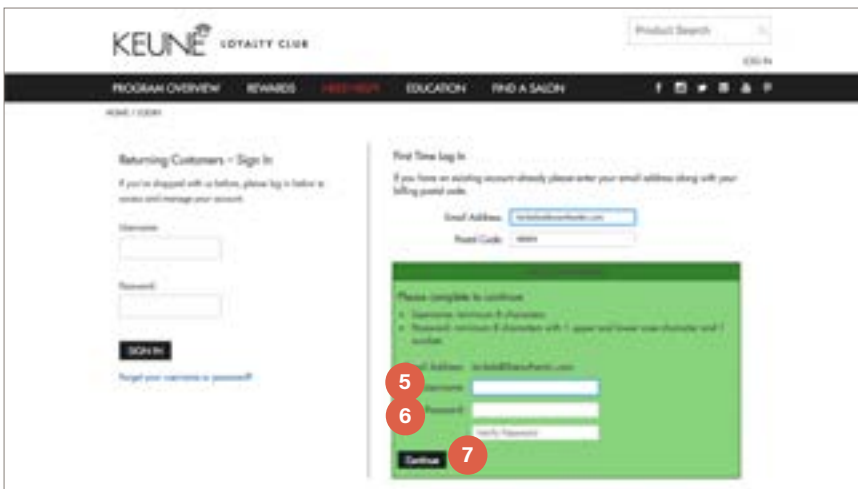


## CONFIRM ACCOUNT

If you are a KLC member and have never logged in, use the "First Time Log In" option.

2. Enter your KLC email address
3. Enter your postal code
4. Click "Find Account"

**NOTE:** You will only need to do this for your first log in. Contact your Distributor Sales Consultant (DSC) with any log in questions.



## CREATE USERNAME AND PASSWORD

5. Enter a username (email address recommended)
6. Enter a password
7. Re-enter the password

**Note:** Your new password must be at least 8 characters and contain: 1 uppercase letter, 1 lowercase letter, 1 numeric digit.

# FREQUENTLY ASKED QUESTIONS

**What percentages do I earn on my Keune monthly purchases within each calendar year (January - December)?**

QUALIFICATION LEVELS	MINIMUM ANNUAL PURCHASE QUALIFICATIONS*	BBF PERCENTAGES EARNED ON PROFESSIONAL & RETAIL PURCHASES
Titanium	\$120,000+	12%
Platinum	\$80,000-\$119,999	10%
Gold	\$40,000-\$79,999	7%
Silver	\$20,000-\$39,999	5%
Bronze	\$6,000-\$19,999	3%
Member	\$1,500-\$5,999	2%

**When do my Business Builder Fund (BBF) dollars expire?**

Effective 2019, Business Builder Funds no longer expire.

**When do I receive my first deposit into my BBF?**

You will see your first BBF deposit once your Keune purchases reach \$1,500 or higher. Percentages are calculated back to your first dollar earned.

**Do all salon purchases count towards monthly purchase totals to earn BBF?**

Accessory items, sales tax, shipping, and handling charges are excluded from monthly purchase totals. All other purchases count toward earning Business Builder Funds (BBF).

**How do I update my salon account information in the Keune Loyalty Club (KLC)?**

Contact your Distributor Sales Consultant to update your account information.

**How do I redeem my BBF dollars for Keune products?**

Log into your KLC account with the "Log In" button at the top right corner of the KLC website. Once logged in, shop for products under the "Rewards: Product Redemption" tab. Redemption items include developers, lighteners, activators and Keune branded items.

PLEASE NOTE: Redemption orders are fulfilled and shipped by your distributor. The exceptions are 50% Off Accessory orders, which are shipped directly from Keune.

**Can Keune product reward orders be paid with a credit card?**

Product reward orders are only payable using your BBF.

**Why am I unable to complete my shopping cart checkout when receiving the error message "more funds are needed"?**

Product reward orders cannot exceed the amount currently in the salon's BBF. Items must be removed from the shopping cart to reduce the total amount of the order that is equal to or is less than the BBF available at time of checkout.

---

## ADDITIONAL QUESTIONS?

Contact [ask@keuneloyaltyclub.com](mailto:ask@keuneloyaltyclub.com).

---

All prices listed in USD. Accessory purchases do not count toward annual purchase amount. Keune Haircosmetics reserves the right to make changes to this program at any time.



# KEUNE

Keune reserves the right to revise this content at any time. Artwork last updated January 18, 2024.

**PREMIUM  
HAIR CARE  
SINCE 1922**



**NORTH AMERICAN HQ:**  
1440 Lakes Parkway, Suite 500, Lawrenceville, GA 30043 | 678.377.5226

**TECHNICAL HOTLINE:** 800.330.9302

**KEUNE.COM/NA**