

L'ORÉAL® USA

Salon Partners,

As you know, **Diversions**, the unauthorized sale of product at non-salon retailers, is a huge problem in our industry, especially for you, our partners and salon owners. We're committed to fighting Diversion and have **cut off diverters and over \$30 million in product sales** thanks to our secondary coding system that is 100% accurate in tracking products.

This is just the beginning and there is more for us to do to put an end to Diversion. One way you can help is by educating your clients on why they should purchase product through you. Start now by telling them why:

1. **QUALITY** - Because of the confidence we have in all our L'Oréal USA Professional products, for the 1st time **ever**, we are offering a **QUALITY GUARANTEE** on our products **sold ONLY in your salons and spas**. If your client is not satisfied with the product's **performance**, they can present their receipt for a full refund within 4 weeks of purchase. Products purchased at unauthorized outlets are often old, discontinued or even counterfeit. Speak to your sales rep about details or go to one of our professional brands' websites.

2. **PRICE** - According to our price checks vs. syndicated data, products sold outside of salons are AT LEAST 10% higher than your salon retail prices.

3. **PROFESSIONAL SERVICE** - Only **YOU** can recommend the right product for them and provide the professional hair services they value.

We are committed to supporting you in the fight against diversion and, together, I know we can beat it!! Here's what we are doing to help communicate our message to millions of salon customers:

- A Video Address from me speaking about the issues related to diversion and why people should support their salons will be posted on our professional brand websites, as well as Facebook and YouTube.
- My blog, DavidCraggs.com, will allow you and all of your clients to connect with me about key concerns or thoughts regarding this or other matters.
- Establishment of a Quality Guarantee to help support purchases in salon.
- Product Coding - Continued efforts to eliminate diverters and diverted product.
- A letter from me to consumers sent via email and available for you to download and send to your clients from any of our professional brands' websites.

Because of our Diversion termination efforts, collectors are desperate. They can't find our products and will go to you for them. Stop them. **Do not sell to them!** If you are approached by a collector, get their name and telephone number and contact us immediately at NoDivert@aol.com or call our hotline at (800) 503-3997.

I look forward to your support. Feel free to share your thoughts with me on my blog at www.davidcraggs.com

Sincerely,



David Craggs
President
L'Oréal Professional Products

MATRIX
ONLY PROFESSIONAL

REDKEN
5TH AVENUE NYC

L'ORÉAL
PARIS
PROFESSIONNEL

KÉRASTASE
PARIS

ARTEC
ART + TECHNIQUE + TECHNOLOGY


PUREOLOGY
serious colour care

SHU UEMURA
ART OF HAIR.

MIZANI
BEAUTY AND INNOVATION IN BALANCE