



Walgreens Red Zone

— Assisting the Walgreen Beauty Advisor —



CONSUMER SAMPLING & SATURDATE KITS

Reaching Consumers via the Beauty Advisor

Vendors can (with CM approval) reach consumers through the Beauty Advisors's by providing the materials for stores to implement their own sampling event. CPI can help vendors reach consumers at store level economically by creating sampling kits that ship to the DC's and then to each store. For example, Vendors can have a kit distributed to all NEW stores at Grand Opening time that contain samples and testers to add excitement during that time period. Or, perhaps target certain stores with a sampling program.



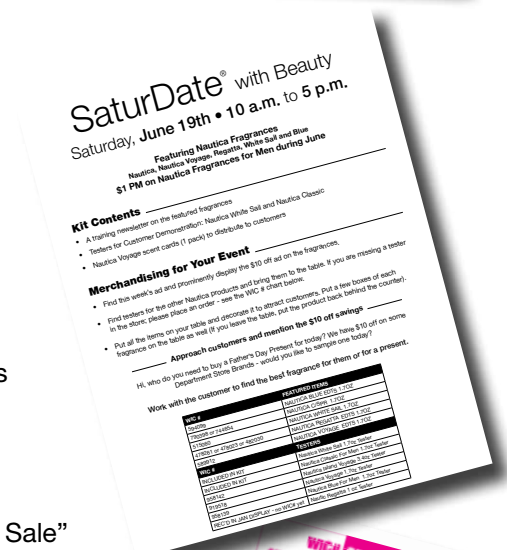
Example of items in a consumer sampling kit:

- 50 customized sample bags containing sample packets
- Coupon pads (can be collated inside the bags)
- Consumer brochures (can be collated inside the bags)
- Counter card and/or shelf talker or wobblers
- DVD/VHS
- Full size product for store demonstration
- Box is usually custom printed or has a larger customized label
- CPI obtains a WIC#, no charge PO and ships via the DC's to the stores

SaturDate Event Kit Requirements:

- Educational brochure/sell sheet/newsletter for beauty advisors*
- 1 full size item for demonstration, barcode covered or labeled "Not for Sale"
- Suggestive Sell PM at beauty counter during event month - \$1 minimum
- 25 cotton swabs/spatulas/testers sticks when applicable to sample item (optional)*
- 25 Manufacturer coupons redeemable only at Walgreens; 30 day expiration*
- 25 item sample packets for customers; item to complement featured brand (optional)
- Merchandising tent cards or counter card (optional)*
- DVD loop Video to educate customers, 2 minute max for each item on DVD*
- Color swatches of the featured item/brand when applicable
- Catalina advanced SaturDate announcements (optional)
- Gift with purchase - minimum 6 pieces per store (optional)*
- Custom printed box with hot pink label following the SaturDate label template*

*** Cosmetic Promotions can provide these items -- call for a custom quote today!**



Contact Cindy Robinson with Cosmetic Promotions at 727-667-7466 or cindyrobinson@verizon.net for more details



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SATURDATE KITS SIGN-UP FORM

Vendor Name: _____
 Product or Brand: _____ Job # _____
 Sample Description: _____
 E-mail Address: _____ **Purchase Order #:** _____
 Phone Number: _____ Fax Number: _____
 Address to send invoice: _____
 City: _____ State: _____ Zip: _____
 Month requested: _____

Participation Option 1 - 7400 minimum (one per store)	#	Per	Total
One Saturdate Box per store containing: Full color 8.5 x 11 counter card. Pad of 25 coupons (vendor provides barcode and pays for redemption) Beauty Advisor letter/selling & merchandising tips and 2 additional vendor supplied items (samples, testers, etc). Price includes all design, printing and collating PLUS acquiring a WIC# and shipping via the DC's . NOTE: All materials (including the box) must weigh 2# or less.		\$2.78	
Participation Option 2 - 7400 minimum (one per store)	#	Per	Total
One Saturdate box per store containing; Full color 8.5 x 11 counter card, 25 mini brochures with coupon (vendor provides barcode and pays for redemption), Beauty Advisor letter/selling & merchandising tips and Insertion of 25 vendor supplied samples (pre-packaged) and up to 4 additional vendor supplied items (samples, testers, etc). NOTE: All materials (including the box) must weigh 3.5# or less.		\$3.89	
Participation Option 3 - 7400 minimum (one per store)	#	Per	Total
One Saturdate box per store containing: Full color 8.5 x 11 counter card, 50 mini brochures with coupon (vendor provides barcode and pays for redemption), Beauty Advisor letter/selling & merchandising tips, Insertion of 50 vendor supplied samples (pre-packaged), ONE Full size demonstration product for each featured line, customized badge for Beauty Advisor to wear during event and Insertion of up to 50 vendor supplied samples (pre-packaged) and up to 5 additional vendor supplied items (samples, testers, etc). NOTE: All materials (including the box) must weigh 5# or less.		\$5.28	
Plus, you can add these items to the kit - 7400 minimum	#	Per	Total
Custom printed gift bag with tissue, collated 2 per above kit		\$1.00 per store	
Looped and duplicated DVD set per store collated in above kit (size restraints apply) to mailroom or beauty box. NOTE: not all stores have DVD players.		\$.90 per store	
Please collate my additional items in each box. Barcodes MUST be covered.		.05 per item per store	
TOTAL (ESTIMATED - WEIGHT TO BE VERIFIED):			

I agree to the following:

- To pay Cosmetic Promotions direct for this program within their terms of NET 30 when invoiced - 50% DEPOSIT REQUIRED
- To provide the product and images by the due dates given to me
- That all printed materials will be approved by Walgreens
- To use the JOB# I am assigned in all correspondence and on the items I ship
- To provide a PO# for this job (if required by my company) with this sign-up form
- That the address on this form is the Address to send invoice where the actual invoice will be sent for payment
- I have read the art specs and business guidelines sheet and agree to those requirement

Signed: _____ Dated: _____

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ART SPECS AND BUSINESS GUIDELINES

art specs

1. We work in a MAC format, not PC. Make sure all CD's are burned to open on a MAC.
2. We prefer files that were created in In Design, Illustrator or Photoshop. If you use Quark save it as 4.0. WE do not accept POWERPOINT files.
3. All images must be HIGH RES 300 DPI Illustrator or Photoshop EPS, TIF or JPEG. Please supply images with clipping paths.
4. All printed materials will be proofed and approved by supplier AND Walgreens before printing so please make sure you respond according to the deadlines that will be given to you. Images, copy and logo's should be collected on a MAC CD and mailed to:
Ted Bondhus attn: JOB CODE # you were assigned/WAGS
5703 Red Bug Lake Road #142
Winter Springs, FL 32708
407-678-4630
5. If you prefer, Images and logo's can be uploaded directly by going to <http://files.cosmeticpromotions.com> COMPLETE THE FORM & UNDER SPECIAL INSTRUCTIONS PUT YOUR ASSIGNED JOB #. Click on "Continue to File Upload" to select and upload the files you want to send. MAKE SURE YOU DON'T CLOSE THE WEB PAGE UNTIL THE PROGRESS BAR SAYS "COMPLETED" OR YOUR UPLOAD WILL BE ABANDONED.

billing and invoicing

Please fill out your sign up sheet completely each time - we invoice from each sign up sheet or quote, we must have all the information each time.

- Make sure that the address on the sheet is the address where we send INVOICES to
- If your company requires we have a Purchase Order # to get paid, you must submit the PO# with your sign-up form.
- We will NOT begin to print or collate a job without a completed sign up sheet AND a PO# (if required to get paid).

Terms

- CPI Terms are NET 30.
- Any invoice not paid within the terms will begin accruing a finance charge the day after it is due. Our finance charge is 18% annually.
- Any unpaid past due invoice will result in all jobs for that company being put on hold, this includes inclusion in beauty boxes and programs, until the invoice is paid in full.

I have read and agree to the above specs and guidelines and will adhere to all for any future jobs contracted between my company and Cosmetic Promotions.

Signed: _____ Dated: _____

Company: _____

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