



www.JanelredaleDirect.com Affiliate Program

AN INVITATION

A unique way for you to participate in sales online without having a website.

A LETTER FROM JANE IREDALE

Opportunities to announce a program as exciting as this don't happen very often. What makes me really happy is that this program gives our company a way of saying "thank you" for all the hard work you've put in to ensure that the *jane iredale* brand has reached millions of consumers.

So what am I so excited about? It's our **e-commerce Affiliate Program**. This unique program allows you, our customers with physical premises (known in the web world as "brick and mortar"), to share in a percentage of *jane iredale* retail sales made by online consumers. There's no need to have your own website.

We will continue to focus on face-to-face consultation and education, however, over the last decade we have all seen e-commerce grow from a mere speck on the horizon to an important market. Over 40% of U.S. households have made purchases online and their ranks are growing. Most consumers list convenience as the primary reason for purchasing online.

However, although it's easy for the consumer to buy online, it isn't easy for the seller to administer a website providing e-commerce. Among other things, proper security and a sophisticated transaction system must be provided, specialized resources have to be dedicated, and 24-hour a day customer service must be available. The facility we are providing, www.JanelredaleDirect.com (JID), will encompass all of these, as well as dedicated experts to ensure superior customer service.

The financial reward for you is this: when a customer buys product through JID and identifies you as the establishment that introduced her to *jane iredale*, you will receive a percentage of that retail sale. And, as long as you remain a customer in good standing with Iredale Mineral Cosmetics, continue to grow your brick and mortar business with us, and remain part of the Affiliate Program, you will continue to share in Internet sales from clients identified with your establishment.

With this initiative, we can ensure that all of our invited retail partners who want to share in the rewards of e-commerce have the opportunity to do so, whether they have a website or not.

I encourage you to read through this document to see how easy it is for you to participate in this growing and exciting world.

Sincerely,


Jane Iredale

APPLY FOR THE WWW.JANEIREDALEDIRECT.COM AFFILIATE PROGRAM TODAY

If you are an Iredale Mineral Cosmetics' customer in good standing* and wish to apply for the www.JanelredaleDirect.com Affiliate Program, call 1-866-669-4543 Monday-Friday, 8 am - 5 pm Pacific time.

You may also fax your application using this form. Please complete the form and fax your request to 1-866-311-5722.

Once your request has been processed and your eligibility confirmed, you will receive an Affiliate Agreement that outlines the terms and conditions of the Affiliate Program and your unique ID cards.

When you return a signed Affiliate Agreement to us, you will be eligible to earn commissions on JanelredaleDirect.com qualifying sales associated with your individual code. You will also receive a monthly report with the activity of *your* clients.

*We define a customer in good standing as one who:

- a) Maintains initial qualification standards
- b) Complies with all of our policies
- c) Represents our brand at the highest professional level
- d) Maintains at least a monthly purchasing level of \$500 on a six month average basis.

FAX FORM 1-866-311-5722

Iredale Mineral Cosmetics' Account Number _____

Name of the Retail Establishment _____
(Iredale Mineral Cosmetics' Account Holder)

Street Address _____

Street Address 2 _____

Street Address 3 _____

City _____ State _____ ZIP Code _____

Primary Contact Name _____

Primary Contact Phone # _____ Fax # _____

Email Address _____

State Resale Tax ID Number _____

Fed. Tax ID Number _____

Please allow up to two weeks for your request to be processed.

We reserve the right to modify or terminate the Affiliate Program at any time.

www.JanelredaleDirect.com (JID)

SIMPLE AND REWARDING IN FOUR EASY STEPS!

1. Simply fill out the Fax Form to apply to become an Affiliate. Fax it to 1-866-311-5722.
2. Once your eligibility is confirmed, you will receive a welcome packet that includes the Affiliate Agreement setting forth the terms and conditions of the Affiliate Program together with informational brochures and cards containing your Affiliate Retail Code. (These cards should be handed out to your clients who wish to purchase *jane iredale* online.)
3. With your signed Agreement, we will activate your Affiliation. Thus, when your clients use your code to access www.JanelredaleDirect.com, they will be linked to you and any purchases they make on the site will be identified with your code. To ensure that your clients sign on with your code, we will give them a 15% discount on their first order. To receive the discount, they simply enter "**JANE15**" in the Gift Code box during check out.
4. Every month, you will receive **your commission** from your clients' purchases plus a **detailed report** with the list of your clients who purchased from JID, including when they purchased and what they purchased.

Iredale Mineral Cosmetics is committed to ensuring your customers *remain your customers*. Many people are choosing to purchase online once they experience our products first hand. **Our program does not encourage online purchases**, but ensures that once you've introduced your clients to *jane iredale*, they may, if they wish, purchase products online in a safe and secure environment. And, you will continue to benefit from these purchases without any risk. We handle all inventory, sales, consumer questions and returns. The Internet as a sales channel is here to stay. Together we can make it work for you and your clients.

IREDALE BRAND AWARENESS PROGRAM

JID isn't about obtaining the odd sale via the Internet; it's about building the brand awareness that drives consumers into your establishments. One of the ways we build our brand awareness is through beauty editor endorsements in major consumer magazines such as *Allure*, *ELLE*, *In-Style*, etc.

Capturing the attention of beauty editors so that they promote our line has been a long process. One of the obstructions has been that consumers have had no easy access to the products that are promoted. Sending them to *www.janeiredale.com* to search the geo locator was not efficient enough for beauty editors who are used to being able to send consumers to retail outlets for instant gratification. Since we have no retail presence or concept stores, JID is the only outlet we can offer beauty editors. Because they are comfortable with JID, we are now getting exposure that is literally priceless!

The more mentions we receive in beauty publications, the more awareness we create and the more likely it is that consumers will ask for and purchase our products when they visit your establishments.

It is critical that we address ALL the ways that consumers can purchase *jane iredale* products in order to gain the maximum benefit from these brand building investments.

Apply to Join www.JanelredaleDirect.com Today!

COMMON QUESTIONS AND ANSWERS

Q. How is JanelredaleDirect helping to build my brick and mortar business?

- A. JID was created to help control the marketing of our products through the Internet and to provide a website presence for our customers who were losing sales to other websites. In addition, we are strengthening your ties to your clients and providing potential new clients through two new initiatives:
1. We will give **15% off your clients' first orders with JID** if they sign on with your Affiliate Retail Code and enter "JANE15" in the Gift Code box during check out. So you may say to your client, *"If you do decide to buy something from JID, not only will you get free shipping, but you'll also get 15% off your first order as a thank you for taking the time to log in under my name."* This will be one time only to ensure the consumer uses your code and doesn't simply sign in as a guest—the discount code "JANE15" will not work for guests.
 2. Consumer invoices now include a list of the brick and mortar locations of JID Affiliate Accounts in their regions. We also include a statement reinforcing our philosophy that there is no substitute for buying product directly from skin care professionals and we encourage them to seek out professionals in their areas.

Q. Why is JanelredaleDirect accepting guest walk-ins?

- A. We accept guest or walk-in orders from consumers who find our website and do not have an Affiliate Retail Code because it is important that consumers have instant access to those products that beauty editors promote in the monthly fashion magazines. JID is the only instant access since we have no retail presence or concept stores. Further, we use the revenue from JID to promote our line and to drive more consumers into our brick and mortar accounts.

Q. Is www.JanelredaleDirect.com competing with me?

- A. No. With 40% of households in the U.S. making purchases online, it is clear that the Internet is a viable sales channel — some consumers actually prefer to shop online! We are not trying to convert your clients to Internet shoppers. We are trying to capture those people who are going to shop on the Internet anyway. We want to ensure that you do not lose these sales since you are the one who introduced your clients to *jane iredale*. Under the Affiliate Program, when consumers use your code to access the site and make a purchase, you receive a commission.

Q. Does this encourage purchases over the Internet?

- A. No. Studies and statistics clearly show that most people prefer to purchase products, especially cosmetic products, from brick and mortar retailers. Given differences in colors, textures and application techniques, a hands-on experience is clearly the best experience. However, for convenience, some clients choose to purchase online once they have been introduced to a product they like. To ensure your clients have the best experience possible when purchasing *jane iredale* online, we are offering them a safe and secure environment that also rewards you.

Q. How much must I purchase in order to qualify and remain a JID Affiliate?

- A. Invitations are sent to our customers who are in good standing, continue to show growth in their brick and mortar businesses, comply with all of our policies, show commitment to our brand, and represent *jane iredale* at the highest professional level. Accounts must maintain at least a monthly purchasing level of \$500 on a six month average.
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COMMON QUESTIONS AND ANSWERS *(continued)*

Q. If I have my own website, may I still be part of this program?

A. Yes. Some of our customers choose to have their own websites in order to sell a variety of products directly to consumers. Even if you have your own website, you may still join this program provided that you **meet eligibility requirements and that Internet sales are not the majority of your business.**

Q. May I add a JID link to my website?

A. No. We need to guard against customers poaching beyond their normal client base. JID is meant to **enhance** brick and mortar sales, not to drive sales to the Internet through JID.

Q. What is the return/exchange policy if a customer purchases items from JID and would like to return/exchange the items?

A. If your client is unhappy with her purchase and wishes to return/exchange her items to JID she may do so. We offer a 14-day money back guarantee. You may also receive returns from your clients whether they purchased from JID or not. In this case, you will receive product exchange from IMC.

Q. Is the JID program profitable for me?

A. The sales commission for our Affiliates has been calculated to generate profit margins comparable to those from your in-store sales.

Q. What about other websites that offer *jane iredale*?

A. Although all of our customers in good standing may sell our products through their websites, we will continue to demand that these websites adhere to the same quality standards we demand from our brick and mortar retailers. Customers engaging in e-commerce with *jane iredale* who do not comply with our Internet policies risk severance of their relationship with Iredale Mineral Cosmetics.

Q. What if a customer has already signed up with www.JanelredaleDirect.com using my code but they move or go to a different skin care specialist?

A. Once your client enters the website using your code, that client will, in most cases, belong to you, as long as you remain a customer in good standing with Iredale Mineral Cosmetics and your brick and mortar business continues to grow.

Q. How do I apply?

A. Call 1-866-669-4543 Monday-Friday, 8 am – 5 pm Pacific time or fill out the enclosed Fax Form and fax it to 1-866-311-5722.



Iredale Mineral Cosmetics, Ltd.
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An exclusive invitation from

jane iredale
THE SKIN CARE MAKEUP®