

I-EXPERIENCE.CA

Rules and Regulations:

1. All participants must be registered in the i-experience program to be eligible to earn i-experience points.
2. Eligible participants are defined as Salon Owners or Independent Operators within a Salon operating business in Canada.
3. Eligible participants can register online at www.i-experience.ca. Please note that you will be asked, during the registration process, to identify the name of your Distributor Sales Representative, so please have that information available.
4. Only one (1) registration is allowed for EACH eligible program participant. Any additional registrations will be cancelled by Piidea Canada.
5. Points are earned when Salon Owners or Independent Operators within a salon make purchases of Joico chemical products only, which include the following: Vero K-PAK Color products, Vero K-PAK Chrome products, Vero K-PAK Age Defy products, Vero K-PAK Color Intensity products, Vero ULTRA products, Veroxide, Lighteners, Activators, Boosters and Stainless Haircolor Removal, K-PAK Waves, Vero K-PAK Color openers and trend promotions, Vero K-PAK Color accessories including Swatchbooks, Tube Keys, Modular Mixing Bowls, Applicator Brushes, Applicator Bottle, Apron, Cape, DVD.
6. Points are earned based on the following formula: A salon earns 5 points for every one dollar (\$1) of chemical products purchased, with a \$300 minimum monthly purchase requirement.
7. Registration begins April 1, 2009. Participants will only be credited for qualifying purchases after successfully completing the registration process. Points will only be assigned for a salon's monthly purchases beginning the month in which they register.
8. Points are tabulated every month, based on purchases from the previous month, and awarded after the purchases have been verified.
9. Piidea Canada reserves the right to audit all purchases to validate the information submitted. If the purchases cannot be verified, then points are not awarded. Piidea Canada reserves the right to disallow points and disqualify any participant if any form of misrepresentation has occurred.
10. Upon verification of points earned, points are assigned to the participant points account approximately fifteen (15) working days after the month-end period in which they were earned.
11. Once the points are assigned, participants will have access to use their points to order rewards online at www.i-experience.ca.

12. Participants will be notified every two (2) months of their points account status via a Statement issued via email. Participants may also check their points account online at any time. However, new points earned will only be added to your account approximately fifteen (15) working days after the month-end period in which they were earned.

13. A participant will only be awarded points after meeting the monthly minimum purchase requirement of \$300 per month. If a participant does not meet the \$300 minimum, points will not be awarded for that month.

Minimum Monthly Purchase Requirement	\$300	\$300	\$300	\$300
Actual Purchases	\$600	\$100	\$1100	\$300
Points Earned	3000	0	5500	1500

14. Participants must remain “active” in the i-experience program to continue to earn and redeem points. If a participant does not meet the \$300 monthly minimum purchase requirement for a period of six (6) consecutive months, then the participant will be considered “inactive”.

15. Participants who are considered “inactive”, may be removed from the program at the discretion of Piidea Canada. If removed from the program, participants will have 90 days from the receipt of the “Inactive Notification” to redeem all outstanding points. After this 90-day period, all remaining points will be reclaimed and “expired” by Piidea Canada. Once points are expired, participants cannot reclaim lost points – no exceptions

16. Piidea Canada, it’s Distributors, and Distributor sales representatives and employees do not qualify for points.

17. Points are:

- a) Awarded to only one participant
- b) Not redeemable for cash
- c) Non-transferable to different participants
- d) Subject to verification
- e) Valid only while the participant is active in the i-experience program

18. Points are the only form of payment accepted for items in the i-Experience catalogue EXCEPT for specially marked items in the “EDUCATION” category only. For these items only, a combination of points and credit card payment can be used. To process a payment using a combination of points and credit card, the account holder must contact the i-Experience toll-free customer service number at 1-866-476-4397 with a valid credit card in hand. The customer service person will explain the value of your points and final cost to you for the item in question, deduct the approved number of points from your account and forward your credit card information to Piidea Canada who will process the final order. Please order carefully:

- All rules of return apply. For education purchases of merchandise items (such as DVDs or booklets), these items cannot be returned unless damaged during shipment.
- For education purchases applied to a “trip” or “class”, refunds will only be granted upon cancellation of the event by Piidea Canada or based on the specific refund/cancellation policies of the individual event.

It is the responsibility of the participant to read and understand the terms and conditions of any event purchased through the i-Experience program. For details on any education event, contact your ISO Sales Representative.

Any issues arising from use of your credit card may result in cancellation of your order. Your points will NOT be reimbursed. Any attempt to cancel payment on an approved order against the specific refund/cancellation policies outlined here or described in the official policies of an individual event may result in cancellation of your i-Experience account.

19. If a participant is registered and active in both the accessjoico and i-experience programs, and wants to combine points from both programs, points can be combined by following this process:

- a) First, you must make this request via email, identifying your participation in both programs, and request the points from one (1) program be “transferred” to the other program
- b) Once we receive this request, we will “debit” the points from the account you have requested, and then “credit” them to the other account you specify
- c) Once the points are combined, you can then redeem from that account
- d) To request to combine your points, please send your request to the following email address: admin@accessjoico, or admin@i-experience. You must include the following information: name, phone number, number of points in each account, your request to “transfer” points from one account (accessjoico, i-experience) to the other account (accessjoico, i-experience).

20. Chain accounts with multiple locations must submit one (1) registration PER SALON LOCATION. If a single location wants to pool point values, please follow the process stipulated for combining points, identified in Rule # 19 above. Please ensure you follow this step-by-step process very carefully.

21. All points earned in the i-experience program are subject to a rolling 18-month expiration policy, meaning that points earned in Month 1 will expire in Month 19 if they have not been used. For example:

- If a salon earned 6,000 points in May 2009 at the start of the program...
- If they spend at least 6,000 points before November 2010, there will be no change to the salon account
- If they spend no points before November 2010, the 6,000 points will be deducted from their account
- If they spend only 2,000 points before November 2010, only 4000 points will be deducted from their account
- Points that expire do so on the 1st day of the applicable month at 12:00 am Eastern Standard Time

22. Any discrepancies in points Statements or online points account information must be reported within two (2) months from the receipt of the last Statement. If notification is not received within two (2) months, then no adjustments will be made. Participants must contact the i-experience Customer Service Centre at 1-866-476-4397 to report any discrepancies.

23. Points may be redeemed for ISO product and samples, salon merchandising materials, in-store or on-location education, and a selection of luxury gift and travel items as identified in the online Catalogue at www.i-experience.ca.

24. Reward ordering policy – your reward Order Total must use a MINIMUM of 3,500 total points when ordering, or your order cannot be processed. The 3,500 total points can be made up of more than one (1) reward item to meet the minimum total points required of 3,500.

25. All rewards offered are subject to availability at the time of order. Piidea Canada reserves the right to substitute merchandise rewards of similar type and value to that offered, where possible, without notice.

26. Rewards may not be exactly as described or pictured. Although we strive for accuracy in copy, photos and specifications, unintentional errors may occur. Piidea Canada reserves the right to correct any errors.

27. Piidea Canada reserves the right to adjust rewards point requirements up or down, to reflect actual manufacturers' price conditions at the time of order, without notice.

28. Rewards will only be delivered to an address in Canada. Rewards will be delivered by courier and will require a signature to confirm receipt – a signature is mandatory. Therefore, when ordering please provide a delivery address where a signature can be provided. Rewards will not be delivered to a Post Office Box or Rural Route address.

29. Most product and salon merchandising reward items will be delivered to the participant within 1-2 weeks of ordering. However, due to factors such as reward availability, weather and remote delivery locations, please allow up to 5 weeks for delivery. If your reward does not arrive within 5 weeks, please contact the i-experience Customer Service Centre at 1-866-476-4397 for information.

30. Please order carefully – merchandise rewards cannot be returned, unless damaged during shipment. Please review your reward selection very carefully before ordering, since it cannot be returned. If you have any questions about the rewards offered, please call the Customer Service Centre at 1-866-476-4397 to clarify any questions or issues you may have, before ordering.

31. Merchandise rewards are covered by normal manufacturers' warranties only. Piidea Canada does not provide any additional warranties. Warranty claims must be made directly with the manufacturer. Warranty information is included with all electronic/appliance rewards – review the warranty instructions carefully, and follow exactly as specified, or the warranty may be invalidated.

32. Salon merchandising and electronic/appliance rewards are manufactured and/or provided by independent suppliers. Piidea Canada and its program administrator, Performance Above All Inc., do not make any guarantees, warranties or representations of any kind, expressed or implied, with respect to rewards. Piidea Canada and Performance Above All Inc. shall not be liable for any injury, damage, or loss to person or property of any expense, accident or inconvenience that may arise in or from the selection of any rewards provided in the i-experience program.

33. Merchandise rewards may be considered taxable benefits. Participants must check with their accountant regarding potential tax implications. Piidea Canada will provide participants with the information needed for tax purposes. Any personal federal and or provincial income tax liability arising from the receipt of rewards is the responsibility of participants.

34. It is the responsibility of all participants to immediately contact the i-experience Customer Service Centre at 1-866-476-4397 to advise of any change in participant address, email address, salon/business name, and or owner who is eligible to receive points from this program. Reporting these changes will be very important to ensure Piidea Canada can continue to properly credit participants for points earned.

35. Piidea Canada is the final authority as to the interpretation of these Rules and Regulations. Piidea Canada reserves the right to disallow points and disqualify participants, if participants do not comply with these Rules and Regulations. Piidea Canada further reserves the right to change these Rules and Regulations at any time or to discontinue the program at any time upon 30 days notice to participants. In the event of discontinuation, participant will have a period of 90 days from the date of discontinuance to redeem all outstanding points, after which any remaining points will be expired.

36. Each participant releases and saves harmless Piidea Canada and its program administrator, Performance Above All Inc., their subsidiaries and affiliates and their suppliers from any and all claims, demands, damages, actions or causes of action arising out of or in consequence of any loss, injury or damage to the participant or the participant's property incurred in connection with any rewards obtained through the i-experience program.