

MATRIX

C.R.A.F.T. REWARDS

ENROLLMENT APPLICATION

Member: Complete parts 1 through 4.

Read the terms & conditions and Matrix Anti-Diversion Salon Contract on the reverse side of this document. Sign the bottom of this form. Submit to your distributor sales consultant.

Sales Consultant: Please verify the salon information, sign the form and submit to the MATRIX C.R.A.F.T. REWARDS administrator at your distributor.

Distributor Program Administrator: Complete distributor portion, sign and send to address listed below.

For new enrollments, please provide 6 months of history or an estimate of annual sales potential.

MATRIX OFFICE USE ONLY:

Date Received:

Member MATRIX
C.R.A.F.T. REWARDS ID#:

1. MEMBER INFORMATION

SALON NAME:		DATE:
MEMBER'S NAME:		SALON OWNER'S NAME:
SALON ADDRESS:		CITY:
STATE:	ZIP:	TELEPHONE:
SALON EMAIL (Mandatory):		HOME EMAIL:
SALON WEB ADDRESS (Mandatory):		

2. SALON INFORMATION

- | | |
|---|---|
| <input type="checkbox"/> Commission Salon (Owner) | <input type="checkbox"/> Booth Renter Salon (Owner) |
| <input type="checkbox"/> Chain Salon | <input type="checkbox"/> Booth Renter (Individual) |
| Number of Locations: _____ | |
| <input type="checkbox"/> Cosmetology School | |

If you are a Booth Renter, you may sign up as an Individual OR with your salon to earn points together that your salon will redeem. (Only available for Partner - Platinum Levels)

Please choose one:

- Individual Enrollment
 Joint Enrollment with Salon

3. MATRIX PRODUCTS CARRIED

- | | | |
|---|--------------------------------------|---|
| <input type="checkbox"/> Amplify | <input type="checkbox"/> Biolage | <input type="checkbox"/> Matrix Men |
| <input type="checkbox"/> Sleek.look | <input type="checkbox"/> Vavoom | <input type="checkbox"/> Solutionist |
| <input type="checkbox"/> Color.smart | <input type="checkbox"/> Curl.life | |
| <input type="checkbox"/> SOCOLOR | <input type="checkbox"/> Color Sync | <input type="checkbox"/> V-Light |
| <input type="checkbox"/> ColorGraphics2 | <input type="checkbox"/> Prizms.PLUS | <input type="checkbox"/> Opti.curl/smooth |

4. DISTRIBUTOR INFORMATION

DISTRIBUTOR NAME:	DISTRIBUTOR SALES CONSULTANT NAME:
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DISTRIBUTOR VERIFICATION AND APPROVAL

TO BE COMPLETED BY THE DISTRIBUTOR PROGRAM ADMINISTRATOR AND SENT ALONG WITH REQUESTED PURCHASE VERIFICATION TO:
MATRIX C.R.A.F.T. REWARDS CUSTOMER SERVICE, 10345 PHILIPP PARKWAY, STREETSBORO, OH 44241

ANNUAL SALON PURCHASES: Haircare _____ Haircolor _____
DISTRIBUTOR PROGRAM ADMINISTRATOR NAME: _____ APPLICANT DISTRIBUTOR ACCOUNT NUMBER(S): _____ (provide as many as applicable)
DISTRIBUTOR STORE NUMBER: _____ Estimated Qualifying Level: <input type="checkbox"/> Ambassador <input type="checkbox"/> Partner <input type="checkbox"/> Silver <input type="checkbox"/> Gold <input type="checkbox"/> Platinum

THE UNDERSIGNED HAVE READ AND AGREE TO ALL TERMS AND CONDITIONS SET FORTH ON THE BACK OF THIS FORM. BY SIGNING THIS AGREEMENT, I AM ALSO VERIFYING THAT MY SALON IS COMMITTED TO MATRIX'S ANTI-DIVERSION POLICIES AND CONFIRMING THAT ALL PURCHASES AND ORDERS ARE FOR MY SALON USE AND CUSTOMER RETAIL SALES ONLY. I ALSO UNDERSTAND THAT WITH THIS PROGRAM, ONLY ORDERS PLACED AND STORE ITEMS PURCHASED THROUGH MY SPONSORING DISTRIBUTOR WILL BE ELIGIBLE FOR POINTS IN THIS PROGRAM.

MEMBER SIGNATURE:	DISTRIBUTOR PROGRAM ADMINISTRATOR SIGNATURE:
DISTRIBUTOR SALES CONSULTANT SIGNATURE:	MATRIX AUTHORIZED SIGNATURE:

MATRIX

TERMS AND CONDITIONS:

1. The salon is entitled to the benefits set forth in the MATRIX C.R.A.F.T. REWARDS profile, as it may be modified from time to time. Point values of Matrix reward items are subject to change. The amount of available points for MATRIX C.R.A.F.T. REWARDS members is determined by Matrix. Product received through the Incentive Catalog or through co-op reimbursement is not eligible to be included in point accumulation.
2. This Agreement is valid after enrollment in MATRIX C.R.A.F.T. REWARDS is completed. This Agreement must be approved by Matrix.
3. The Distributor listed in the Agreement will have sole responsibility for providing quarterly dollar purchases.
4. MATRIX C.R.A.F.T. REWARDS membership is NOT available to chain salons having more than 5 salons and is NOT available to franchised salons. Matrix product sales to multiple salon locations cannot be combined to achieve an elite purchase status. Each location must qualify for membership independently. Each location earns points independently. Locations may combine points, providing each location has the same primary owner.
5. The salon owner(s) agree(s) to follow the distribution policies of Matrix and its Distributor(s), including any restrictions or policies that appear on bottles or packaging. Those policies include: Matrix products are designed for use by licensed professionals and are sold only to professional salons with the express understanding that the salons may resell Matrix or retail products only to their clients for home maintenance use. These retail sales are based upon the professionals' knowledge of their clients' hair and beauty needs. It is agreed that a professional salon is a salon whose greater percentage of gross sales comes from cosmetology services, not the sale of products. Any deviation from these policies is a violation of this Agreement and will result in immediate termination of this Agreement. If Matrix commences litigation against you for breaching this provision, and proves such breach, you agree that Matrix shall be entitled to an injunction against you prohibiting any further sale of Matrix products by you; damages equal to the full retail price normally charged by you for any such Matrix or Logics International products resold by you in violation of this Agreement; and all costs incurred by Matrix or its Distributors to recover any such products.
6. Matrix reserves the right to cancel or change the program at any time with or without prior notice.
7. To be a member in good standing, the salon owner(s) agree(s) to purchase a minimum of \$1000 of Matrix annually to qualify for MATRIX C.R.A.F.T. REWARDS membership.

MATRIX ANTI-DIVERSION SALON CONTRACT

Matrix manufactures and sells a high quality line of hair care that is designed and intended for sale only in professional salons that generate at least 50% of their gross revenues or which generate at least \$150,000 annually from providing professional services rather than from selling products. ("Distributor") is a distributor of Matrix products and is contractually obligated to Matrix to sell its products only to professional salons for use in those salons or for resale to legitimate salon clients. ("Salon") wishes to purchase Matrix products from Distributor and Distributor is willing to sell Matrix products to Salon provided that Salon agrees to the terms and conditions set forth herein.

NOW THEREFORE, Distributor and Salon agree as follows:

1. Salon warrants and represents that at least 50% of its gross revenues or at least \$150,000 of its total annual revenues are from providing professional services rather than from selling products.
2. All Matrix products purchased by Salon (a) will be used by Salon on its premises in connection with providing services to Salon customers, or (b) in the case of retail products designed for home maintenance use, will be sold only on the Salon's premises to legitimate Salon clients in such reasonable quantities as those clients may purchase for personal home maintenance use. Salon will not resell Matrix products in bulk, nor resell Matrix products to any diverter or redistributor of products.
3. Matrix professional use only products, including hair coloring products, permanent waves, and any other products labeled "for professional use only," "not for retail sale" or with similar language, shall not be sold by Salon to anyone under any circumstances, but may be used only by Salon on its premises in connection with providing services to Salon Customers. Salon will not remove, obliterate, or tamper with the batch codes applied to Matrix products. In the event the Distributor codes Matrix products that are sold to Salon, Salon will not remove, obliterate, or tamper with said codes.
4. Salon acknowledges that the diversion of Matrix products to non-salon locations seriously damages Matrix's reputation with consumers and the reputation of Matrix products, and may cause confusion as to Matrix's approval of the sale of its products through non-salon locations. Salon also acknowledges that diversion disrupts Matrix's business relations with legitimate Salons and with Matrix's distributors, and costs Matrix hundreds of thousands of dollars every year to police and repurchase diverted products. Accordingly, Salon agrees that if it violates this contract, Matrix or Distributor shall be entitled to obtain an injunction in any court of competent jurisdiction against Salon prohibiting such violation, and that
5. Salon will pay to Matrix or Distributor in damages a sum equal to the full retail price normally charged by Salon for any Matrix products sold to Salon that are resold by Salon in violation of this agreement, and that Salon will further pay as damages whatever costs are incurred by Matrix or Distributor to recover any such diverted product.
6. Salon will take appropriate steps to ensure that all of its employees are made aware of this contract, and that they comply with it.
7. The provisions of this contract are specifically intended to benefit Salon, Matrix and Distributor, and any one of them may bring an action to enforce the provisions of this contract. Either Salon or Distributor may terminate this agreement with respect to future purchases immediately upon notice.
8. The undersigned, as recorded on the reverse side of this document, have read and agree to all the terms and conditions set forth above.

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C.R.A.F.T. REWARDS®

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