



VITAL
BENEFITS

Welcome to Vital Benefits!

At Vital Plus, we are more than just a skin care company. We are a passionate community dedicated to empowering salon owners like you to thrive in the beauty industry. Our mission is to provide you with the knowledge, tools, and support necessary to build and sustain a smart, profitable, and sustainable salon.

We understand that achieving your business goals requires more than just great products. That's why we are committed to offering you comprehensive resources that go beyond the surface. From business planning to education, we believe in equipping you with the skills to grow and succeed.

To ensure your success, we have created four distinct Vital Benefit categories tailored to your specific needs and spending level. We value every dollar you invest with us, and we are determined to maximize your return on investment.

Your Vital Benefits level will be determined after the end of financial year and will be adjusted annually to reflect your evolving business. The more you spend with us, the greater the benefits you receive.

Join us at Vital Plus and experience the difference of being part of a supportive community that truly cares about your success. Together, we'll make your salon thrive.

“We value every dollar you invest with us, and we are determined to maximize your return on investment.”



Find your level

Vital Benefit levels are calculated based on how much you spend with us during the financial year, ex GST.

Partner	More than \$5,500
Advanced	More than \$55,000
Premium	More than \$95,000
Elite	More than \$145,000
Ultimate	More than \$245,000

Vital Benefits level guide

Benefits	Partner >5.5K	Advanced >55K	Premium >95K	Elite >145K	Ultimate >245K
Order 'X' of the same SKU and get 1 free Purchase over \$100K of Vital Plus products within a financial year, to redeem this offer throughout the following year. Buy a specified number of the same SKU (depending on your Vital Benefit status) to receive one free.			12 (equal to 8% discount)	11 (equal to 9% discount)	10 (equal to 10% discount)
Monthly educator call Our educators will call the salon every month by phone or on Zoom to answer your questions, offer support, and keep you up to date with the latest breakthroughs and techniques. These calls are at the salon's discretion.	Depending on availability	✓	✓	✓	✓
Monthly in-salon training Vital Plus offers technical, practical, sales, social media, management and marketing education. Training sessions typically run for half a day. We also offer shorter tailored sessions as needed to motivate and support your team.	Depending on availability	✓	✓	✓	✓
Free freight for orders over \$600 This free service is available to all Vital Plus clients. Any order placed over \$600 ex GST receive free shipping.	✓	✓	✓	✓	✓
Up to 5% of the value of your spend on free samples or eligible marketing material This promotional budget is available to all our business clients. 5% of the total of every order can be to redeemed for samples and other promotional materials.	✓	✓	✓	✓	✓
Salon locator web listing Vital plus helps consumers find your business. We list your salon by location on the Vital Plus, GERnétic and/or Nimue websites making it easy for brand devotees to find you.	✓	✓	✓	✓	✓
Social media library Download and use our professionally designed social media tiles to promote products and treatments-of-the-month and connect with your clients.	✓	✓	✓	✓	✓
Training video library The extensive Vital Plus YouTube channel has over a thousand videos with valuable content including product deep dives, treatment how-tos, marketing and social media tips, and ways to better manage your salon.	✓	✓	✓	✓	✓
Annual promotional calendar With the Vital Beauty calendar, you can plan the year in advance. It's choc full of promotional details, upcoming events and articles to inspire the whole team.	✓	✓	✓	✓	✓

YOUR VITAL BENEFITS

Benefits	Partner >5.5K	Advanced >55K	Premium >95K	Elite >145K	Ultimate >245K
Vital Plus Professionals closed Facebook group Be part of our community. This lively group is an opportunity to share and connect. We'll keep you in the loop about upcoming events, launches and promotions, and encourage inspiring discussion about trending industry topics.	✓	✓	✓	✓	✓
Regular newsletters We love sharing innovations and inspiring our salons to keep learning. Our newsletters are full of fascinating articles to spark your professional and personal growth.	✓	✓	✓	✓	✓
Free product launch trial sets Prior to the launch of a new product we will send a free trial set to your salon together with technical information, so your staff can experience new products first hand.		1 x set	1 x set	2 x set	2 x set
Quarterly bonus with Vital Rewards Vital Plus clients can earn up to \$2,200 worth of rewards, with two distinct programs to incentivise salon owners and their staff. Terms and conditions apply. Visit myvitalplus.com.au for more information.		✓	✓	✓	✓
Exclusive 'gift with purchase' promotion for your salon Reward loyal customers or promote new products. Vital Plus will gift customized bundles valued up to \$500 for your annual campaign. Subject to availability.		1x	1x	2x	3x
Lucky door prize To celebrate your salon event we will donate up to \$500 worth of products for a lucky door prize. Subject to availability.		✓	✓	✓	✓
Annual in-salon media/customer open day Our skilled educators will be on-site, ready to showcase, demonstrate, and directly engage with media and consumers at your annual open day. Their expertise and passion will bring our products to life. We'll provide gift bags to delight, and social media to support the success of the event.			1x	1x	2x
Free annual marketing and POS allocation We supply beautifully designed posters and, where possible, stands and impulse buying displays completely free. Subject to availability.			✓	✓	✓
Free flight ticket to anywhere in the world Get packing with Vital Plus' most significant gift! We will reimburse up to \$3,500 for Elite clients and \$7,000 for Ultimate clients of an airline ticket to the destination of your choice. Your trip must be taken within 12 months of being awarded the status. Not redeemable in cash.				\$3,500	\$7,000

4 ways to level up

Your Vital Benefit level is based on how much you spend with Vital Plus annually. The fastest way to level-up is to buy more products. Luckily we make it easy by curating the best holistic skin care brands in Australia.

Our brands empower the skin's natural potential for health and vitality. Each product in every range is innovative and results-driven. They each fundamentally cultivate long-term skin health. Consider adding a wonderful new range to your salon today.

GERnétic

- A unique range that feeds skin cells a nutritional diet to optimise cellular growth and skin barrier health.
- Based on corneotherapy concepts, this European range has a medical background and is used today in French hospitals to treat skin burns, boost skin immunity and bring strength and health back to the skin.
- GERnétic utilises an advanced probiotic fermentation process to obtain potent, active ingredients, ensuring a healthy microbiome.
- Uses the concept of naturopathic ingredient dosing to treat skin health holistically.
- GERnétic is a comprehensive skin care range and effectively treats all skin conditions with various in-salon and retail products and masks.

JooMo

- JooMo produces 100% natural and vegan skin care containing only active ingredients that also function as natural preservatives. Absolutely zero fillers.
- A versatile range of microbiome face and body products that cleanse the skin and heal inflammatory skin conditions, including eczema, perioral dermatitis, skin burns and all grades of acne.
- Suitable for everyone, including young children, teenagers and men. JooMo is simple to use, has an accessible retail price-point and easily promotes a balanced microbiome and radiantly healthy skin.
- JooMo can be used in-salon as a powerful mask or a pretreatment microbiome cleanse, as well as at home.
- Rich in natural prebiotic ingredients, JooMo increases the diversity of the microbiome, ensuring skin health.

Nimue

- This cosmeceutical range was developed by plastic surgeons for pre and post-operative care. Nimue actively supports dermal clinicians and aesthetic devices in clinics and with aftercare.
- A range developed with the philosophy of maximum stimulation and minimum irritation. Nimue uses high-strength active ingredients formulated to support skin health to deliver visible results for all skin conditions.
- This range is at the forefront of microbiome technology, supporting a robust skin barrier and healthy microbiome.
 - Nimue offers a phasing system for clinics and home care. Its active products and salon peels are absolutely irritation-free, with zero negative feedback no matter your treatment.
 - Offers 11 customised delivery systems ensuring that the active ingredients reach the target cells, certifying results.

Sequential Skin

- Radically innovative, Sequential Skin Biome Mask™ is the world's first sheet mask to contain both prebiotics and postbiotics to balance the skin microbiome and improve the health of the skin.
- With five targeted formulas to address all skin concerns, these powerful masks strengthen the microbiome with the benefit of tailored support ingredients, including Vitamin A, Vitamin C, colloidal oatmeal, and niacinamide.
 - Saturated with 25ml of nutrient-rich serum, the eco-friendly semi-gel Tencel™ material feels soft and pleasant to the skin and locks in active ingredients for moisture retention.
 - Ideal for care following needling, laser, dermaplaning, and dermabrasion, plus it is compatible with LED.
 - The Biome Mask™ enhances any professional skin care range in-clinic or at home, and lucratively it offers 100% markup! 🌱

Boost sales and elevate your beauty business



Become a *Vital Plus Ultimate* client by mastering the art of retailing. Here are our hottest tips to help you sell more.

Sharpening your retailing skills is more important than ever in today's evolving beauty industry. It's time to embrace exciting opportunities and take your business to new heights. By implementing effective strategies, you can enhance your client relationships and achieve remarkable sales growth.

The power of retailing

Building trust and rapport with your clients is the key to successful retailing. Move away from scripted spiels and focus on authentic, transparent conversations. Show genuine interest in your clients' needs and provide tailored recommendations. By nurturing these relationships, you'll create a loyal client base that trusts your expertise.

Consultations that wow

Make your consultations efficient and impactful. Streamline the process by gathering client history beforehand, allowing you to ask targeted questions and provide personalized recommendations. Utilize treatment time to educate clients about their skin and offer practical tips for at-home care. Make every interaction count.

Digital presence is key

Ensuring a strong online presence is crucial in today's connected world. Update your website, explore innovative online shopping options and actively engage with your audience on social media. A strong social media presence is essential for beauty businesses to genuinely connect with their audience and stand out from the competition. Authenticity is key to capturing the hearts of your followers. Showcase the unique qualities that make your beauty business special, whether it's behind-the-scenes moments, special techniques, or sharing your brand story.

Consistency in visual style is also crucial to create a cohesive and memorable feed. Utilize tools like Canva to design captivating visuals that reflect your salon's personality. Consider having custom templates professionally designed for visual appeal.

Building trust is also paramount. Encourage testimonials and share powerful before-and-after photos to showcase the results you achieve. Consistently posting valuable content, using scheduling tools like *Later*, will keep your audience engaged. Boost your sales by creating a shopfront on social media platforms, tagging retail products, and offering incentives for prepayment and gift vouchers.

A holistic approach

Go beyond surface-level solutions and embrace a holistic approach to skincare. Understand the root causes of skin conditions and address them comprehensively. Consider your clients' overall well-being and provide guidance that goes beyond skincare products. Showcase your expertise and earn their trust.

Shorter consultations, long-term results

Time is precious, and efficiency is key. Find ways to make consultations more concise without compromising quality. Engage in meaningful conversations during treatments, sharing insights and tips to enhance the client's experience. Make every moment count.

Is your social media truly social?

Harness the power of social media and digital retailing to reach a wider audience. Create captivating content on platforms like Facebook and Instagram. Explore features like reels, live sessions, and engaging visuals that showcase your unique offerings. Stand out from the competition and captivate potential clients.

The Journey to Success

By adopting these effective retailing strategies and embracing the digital era, your beauty business will flourish. Build lasting client relationships, inspire trust, and deliver exceptional experiences. With optimism and determination, you can achieve remarkable sales growth and create a thriving business that stands out in the industry. 🌟



Why Vital Plus?

We empower long-term skin health and beauty salon success.



Holistic skincare

Choose from our carefully selected skincare brands, and activate the skin's natural potential for health and vitality.



Smarter salons

Keep learning. Keep growing. Be inspired by our extensive and flexible training options, and build a better business.



Big hearts

Your heart is in your business. We are here to help. There will always be a real person on the line to connect with.



Team spirit

Join a thriving community of like-minded beauty professionals focused on well-being, learning and success.

Visit vitalplus.com.au to learn more about how we can support your business to thrive.



Join
our
tribe!

Connect with a thriving community of like-minded beauty professionals and salon owners focused on well-being, learning and success.

f @vitalplusptyltd

@ @vitalplusaus

▶ @vitalplusskincareistributor

Events to remember!

Let's get together! Join us for a program of inspiring events. From informative Future Beauty Talks, to fun social evenings we think life is better shared. Enjoy product deep-dives so you can confidently and effectively see results, learn ways to improve your social media, and better streamline your salon operations. We offer opportunities to learn from industry experts, network, laugh and make a difference.

Visit vitalplus.com.au/events for our full event program.



Keep your eye out for Flash Promos
Only at my.vitalplus.com.au



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