



BOGO UPDATE

As we head into the best 6 selling weeks of the year with what is a new BOGO format for most of you, we thought it would be beneficial address some of your questions/concerns through bullet points. If you have any questions/concerns that are not addressed below, please contact customer service for clarification.

- BOGO items are buy the first one at full retail and pay for the second same item at an extremely discounted price. When the item that is being purchased is \$50 or less you pay \$5 for the second same item. If the item being purchased is over \$50 you pay \$10 for the second item.
- The following items are NOT eligible for the BOGO promotion.
 - Any value package or kits.
 - Ageless Science
 - The New Spa Indulgence Orange/Vanilla line
 - Facial Sponges and Compacts
- Handling Charges apply to the total order amount, **including** the \$5/\$10.
 - WebXpress will automatically calculate the handling charge.
 - 0-\$99.99 = \$5.95, \$100-199.99 = \$11.90, \$200-\$299.99 = \$17.85, etc.
- The **\$5/\$10 does not count as a commissionable sale**. In other words, you are not paid commission on the \$5/\$10.
- No discounts can be applied to the \$5/\$10 amount. On a BOGO sale you really do not need to offer any discounts, however if you do extend a discount to a family member, calculate the discount on the full retail items only. In otherwords, the same total that your commission is paid on.

- **BOGO non-show orders** can be entered under **TV orders** in WebXpress using the BOGO catalogue.
- From the BOGO catalogue, when you input the quantity of 1 for an item, the system will automatically ship 2 items and charge the \$5 or \$10. If you enter a quantity of 2 the system will ship 4 items and charge and extra \$5/\$10 two times.
- **BOGO on shows can be entered under Show orders** and is available at shows and the \$5/\$10 is used in calculating hostess benefits. In otherwords, **your Hostess receives SALES CREDIT on the total order including the \$5 and \$10.**
 - E.G. If the CV total on the show is \$350 and the Promotional column (super sales + \$5/\$10 items) is \$60, the hostess would get show credit on \$410.
- If you have a show that has some BOGO and some NON BOGO orders or if you have a show that has NO BOGO orders – **the system will calculate the increased shipping on all orders.** You will need to save the order as pending – **DO NOT SUBMIT THE ORDER** – e-mail customer service with the order number and we will adjust the handling before processing. This will ensure that your customer’s credit card is not over charged. Customer service will e-mail you confirmation that they have processed the order. If you have submitted a request to customer service and did not receive a confirmation e-mail by 3:00 pm the following day please contact Kim Duboise directly at kduboise@astralbrands.com

We are geared up and ready for the biggest shipping day of the year at Aloette – November 30!!! We know you are anxious to get the orders in. The BOGO catalogue will be available in WebXpress at midnight on November 26, 2009. We have given notice to the warehouse to be READY. There will be 3 days of orders waiting for them on Monday morning and they are excited. They always challenge themselves to process and ship the orders in the most efficient manner possible striving for 100% accuracy to your customers. Together we can make this the best BOGO in Aloette history.

Please note the following items that are still in the catalog but are discontinued and are not available for sale:

Tan liquid foundation
 Bath and body oil
 Bath and body wash (pink)
 Bath and body scrub (pink)
 Brown Mascara
 Skin renewal mud masque
 Harlequin
 Denim mechanical pencil
 Smokey Jade mechanical pencil
 Cashmere eye shadow
 Pro Lipid Refine
 Illuminating Face Radiance
 Gentle plum lip color
 Nutmeg lip liner
 Cashmere eye shadow
 Platinum Redefine Masque

