



a guide to:  
mymarketing fund

**dermalogica<sup>®</sup>**



Dermalogica isn't just the world's leading professional product line – it's a complete system for success. That's why we invest heavily in helping you boost your education, market to your clients and grow your business. We're working hard to support you in every way, which makes Dermalogica accounts amongst the fastest-growing in the industry!

## MyMarketing Fund Overview

One of the ways we help support you is through the **MyMarketing Fund** programme.

As a Dermalogica Account, you will automatically be allocated your own MyMarketing Fund. Every time you place an order with Dermalogica, you will receive 10% of the value of your order\* in your fund. You can check your fund at any time through our MyAccount online service.

Provided the guidelines are adhered to and you have accrued sufficient funds, you can then use this fund to credit your Dermalogica account with between 50% – 100% of the costs incurred on:

- Customised Marketing Initiatives  
*Including advertising, direct mail and the printing of customised materials*
- Promotional Event Support

Your MyMarketing Fund accrues on an annual basis – for orders placed from January through to December. All funds accrued in a year must be used by February 28th the following year, or they will expire.

\*This cumulative amount excludes opening orders and VAT.



# Customised Marketing

As a skin care professional, you have exclusive, password-protected access to the Dermalogica Business Centre. This expansive online resource lets you browse through and download the most current business building programs and customised marketing materials created to specifically grow your retail sales and service revenue.

## How to access the Business Centre:

Visit [business.dermalogica.co.uk](http://business.dermalogica.co.uk)

Login using your Dermalogica Account number and your registered email address.

## How to claim reimbursement on Customised Marketing Initiatives

	Advertising	Direct Mail	Customisable Materials through Dermalogica Design Centre
<b>Step 1:</b> Guidelines	At least 50% of the content and images of your customised marketing materials must be dedicated to your Dermalogica skin treatments and Dermalogica retail products. The promotional message cannot mention another product line. Dermalogica created adslicks must not be altered apart from adding full skincare centre details.		
<b>Step 2:</b> Pre-approval	Pre-approval is required for <b>press, radio ads, television ads</b> and <b>direct mailings that do not incorporate Dermalogica-created materials</b> . Advertising using a Dermalogica created ad slick does not need pre-approval, provided the guidelines in Step 1 are adhered to. If you are considering any activity outside these guidelines, please discuss with us first, to avoid any disappointment. Please allow <b>at least 10 days</b> in your deadlines for the pre-approval process. This is your opportunity to modify your original ad (if necessary) in order to qualify for reimbursement. Submissions for pre-approval will be accepted via e-mail, fax or post: <b>Attn: MyMarketing Fund Department</b> <b>The Manser Building, Thorncroft Drive, Dorking Road, Leatherhead, Surrey, KT22 8JB</b> <b>Email: <a href="mailto:mymarketing@dermalogica.co.uk">mymarketing@dermalogica.co.uk</a></b> <b>Tel: +44 (0)1372 364815   Fax: +44 (0)1372 363610</b>		
<b>Step 3:</b> Reimbursements	All reimbursements are provided in the form of a Credit Note to your Dermalogica Account.		
<b>Step 4:</b> Reimbursement Eligibility	<ul style="list-style-type: none"> <li>You are eligible to receive up to a 50% reimbursement when you use a pre-approved Dermalogica ad slick located on the Business Centre at <a href="http://business.dermalogica.co.uk">http://business.dermalogica.co.uk</a>.</li> <li>You are eligible to receive up to a 50% reimbursement on your pre-approved radio or television advertisement.</li> <li>Whatever the cost of your ad campaign, you must have 50% of the invoice total available in your MyMarketing Fund to qualify for reimbursement to your Dermalogica Account. Go online at <a href="http://myaccount.dermalogica.co.uk">myaccount.dermalogica.co.uk</a> to check your MyMarketing Fund at any time.</li> <li>Available to Dermalogica Accounts in good standing.</li> </ul>	<ul style="list-style-type: none"> <li>You are eligible to receive up to a 50% reimbursement on the cost of second class postage, plus the cost of Dermalogica postcards or Skin Reporter when used as part of a direct mail campaign.</li> <li>Whatever the cost of your Direct Mail campaign, you must have 50% of the invoice total available in your MyMarketing Fund to qualify for reimbursement to your Dermalogica Account. Go online at <a href="http://myaccount.dermalogica.co.uk">myaccount.dermalogica.co.uk</a> to check your MyMarketing Fund at any time.</li> <li>Available to Dermalogica Accounts in good standing.</li> </ul>	<ul style="list-style-type: none"> <li>You are eligible to receive up to a 50% reimbursement on the cost of printing for items ordered using Dermalogica templates through the Dermalogica Design Centre.</li> <li>Whatever the cost of your customised collateral, you must have 50% of the invoice total available in your MyMarketing Fund to qualify for reimbursement to your Dermalogica Account. Go online at <a href="http://myaccount.dermalogica.co.uk">myaccount.dermalogica.co.uk</a> to check your MyMarketing Fund at any time.</li> <li>Available to Dermalogica Accounts in good standing.</li> </ul>
<b>Step 5:</b> What to Submit to Qualify for Your Reimbursement	<ul style="list-style-type: none"> <li>An invoice showing proof of monies spent and a tear sheet / proof of ad or recording of the broadcast must be submitted in order to qualify for reimbursement.</li> </ul>	<ul style="list-style-type: none"> <li>An invoice showing proof of monies spent on postage, a copy of the Dermalogica invoice listing the Dermalogica postcards or Skin Reporters used and a sample of your completed mailer must be submitted in order to qualify for reimbursement.</li> </ul>	<ul style="list-style-type: none"> <li>An invoice from the Dermalogica Design Centre showing proof of monies spent and a sample of your completed item must be submitted in order to qualify for reimbursement.</li> </ul>
<b>Step 6:</b> Timeline to Qualify for Reimbursement	All materials that are required for reimbursement must be submitted within 90 days of the campaign. The deadline for submissions seeking reimbursement from the previous year's fund is the 28th February.		
<b>Step 7:</b> Where to Send Your Submissions for Reimbursement	All reimbursement submissions must be sent to: <b>Attn: MyMarketing Fund Department</b> <b>The Manser Building</b> <b>Thorncroft Drive</b> <b>Dorking Road</b> <b>Leatherhead, Surrey</b> <b>KT22 8JB</b> <b>Email: <a href="mailto:mymarketing@dermalogica.co.uk">mymarketing@dermalogica.co.uk</a></b> <b>Fax: +44 (0)1372 363610</b>		

# Promotional Event Support

Promotional eventing is probably the best marketing tool you have to boost your business. Whether you are looking to increase your retail or treatment business, gain new clients or retain existing ones – an event can help you achieve your goals. We have many tools and resources available to help you with planning and implementing exceptional events – from education devoted to the subject, one-to-one support, templates and online materials, through to support with the cost of purchasing the items needed to put on an event to remember. Specifically support through:

- [Event-In-A-Box kits](#)
- [Event Voucher Programme](#)

**Check out the Business Centre for inspiration and information:**

Visit [business.dermalogica.co.uk](http://business.dermalogica.co.uk)

Login using your Dermalogica Account number and registered email address.

<b>Event-In-A-Box</b>	
<b>Step 1:</b> Guidelines	You are eligible to receive up to 100% reimbursement of the cost of the Event-In-A-Box kit, using your MyMarketing Fund.
<b>Step 2:</b> Reimbursement Eligibility	<ul style="list-style-type: none"> <li>• You are eligible to receive up to a 100% reimbursement when you purchase a Dermalogica Event-In-A-Box kit.</li> <li>• A maximum of two Event-In-A-Box kits may be reimbursed through your MyMarketing Fund per year.</li> <li>• You do not need to have the funds available in Your MyMarketing Fund at the time of purchase, but will need to have accrued sufficient funds to cover the cost by the end of the year. Go online at <a href="http://myaccount.dermalogica.co.uk">myaccount.dermalogica.co.uk</a> to check your MyMarketing Fund at any time.</li> <li>• Available to dermalogica accounts in good standing.</li> </ul>
<b>Step 3:</b> Reimbursements	All reimbursements are provided in the form of a Credit Note to your Dermalogica Account.
<b>Step 4:</b> What to Submit to Qualify for Your Reimbursement	A copy of the Dermalogica invoice showing proof of purchase of the Event-In-A-Box kit must be submitted in order to qualify for reimbursement.
<b>Step 5:</b> Timeline to Qualify for Reimbursement	All materials that are required for reimbursement must be submitted within 30 days of purchase. The deadline for submissions seeking reimbursement from the previous year's fund is the 28th February.
<b>Step 6:</b> Where to Send Your Submissions for Reimbursement	<p>All reimbursement submissions must be sent to:</p> <p><b>Attn: MyMarketing Fund Department</b>  <b>The Manser Building</b>  <b>Thorncroft Drive</b>  <b>Dorking Road</b>  <b>Leatherhead, Surrey</b>  <b>KT22 8JB</b>  <b>Email: <a href="mailto:mymarketing@dermalogica.co.uk">mymarketing@dermalogica.co.uk</a></b>  <b>Fax: +44 (0)1372 363610</b></p>

<b>Event Voucher Programme</b>	
<b>Step 1:</b> Guidelines	<p>You are eligible to receive 3 Event Vouchers per year. Each voucher is worth £50 excl VAT, and can be redeemed exclusively against the following items:</p> <ul style="list-style-type: none"> <li>• Face Mapping® Consultation Cards</li> <li>• Face Mapping® Prescription Sheets</li> <li>• Samples</li> <li>• Sampler Envelopes</li> <li>• Product Directories</li> <li>• Retail Plastic Bags</li> <li>• Grey Deluxe Retail Bags</li> <li>• Dermalogica Gift Box w/Tissue Paper</li> <li>• Dermalogica Gift Certificate &amp; Envelope</li> <li>• Skin Reporters</li> <li>• Q&amp;A Brochures</li> <li>• Unframed posters and display sheets</li> </ul>
<b>Step 2:</b> Requesting your Vouchers	<p>Once you have decided to host an event, please complete the <b>Event Voucher Request Form</b>, available on the <b>Business Centre</b>, under Eventing. Once received, we will then mail your voucher(s) to you. Completed forms can be submitted via email, fax or post:</p> <p><b>Att: Event Administration</b>  <b>The Manser Building, Thorncroft Drive, Dorking Road, Leatherhead, Surrey, KT22 8JB</b>  <b>Email: <a href="mailto:eventadmin@dermalogica.co.uk">eventadmin@dermalogica.co.uk</a></b>  <b>Fax: 01372 363610</b></p>
<b>Step 3:</b> Redeeming your Voucher	<ul style="list-style-type: none"> <li>• Place your order for your support materials by calling Customer Services on <b>0800 591818 (UK) / 1800 818555 (ROI)</b>. Orders may only be placed by phone.</li> <li>• Quote your Event Voucher number at time of ordering.</li> <li>• Enter the Order Number in the space provided on the Event Voucher.</li> <li>• Return the completed Event Voucher to:  <b>Event Administration</b>  <b>The Manser Building</b>  <b>Thorncroft Drive</b>  <b>Dorking Road</b>  <b>Leatherhead, Surrey</b>  <b>KT22 8JB</b>                      Once received, your Dermalogica Account will be credited accordingly.</li> </ul>
<b>Step 4:</b> Reimbursements	All reimbursements are provided in the form of a Credit to your Dermalogica Account which must be in good standing.
<b>Step 5:</b> Timeline to Qualify for Reimbursement	A credit will not be given until we have received your completed vouchers. Any vouchers received after the 6 month expiry date will not be credited.

Full details and guidelines can be found on the Business Centre at [business.dermalogica.co.uk](http://business.dermalogica.co.uk).