

2010/2011 ADVERTISING PROGRAM



Make your advertising dollars count! Simply include Synergy Tan exclusively on your advertising medium and Synergy Tan will credit you a percentage (10-25%) of your advertising costs with the Synergy Tan products of your choice.

Advertising Requirements:

1. Synergy Tan is the exclusive lotion company included in the ad. No other product names, logos or images may be present for product credit.
2. Ads must include the Synergy Tan® logo and/or TanFusion®, The Swanky Girl®, Surf's Up!®, Downtown Brown®, Something Sweet®, Cupid's Spell®, Filthy Rich®, Forbidden Fruit® or Sunlicious® logos and utilize at least 15% of total ad space. Synergy Tan will credit up to 25% of the advertisement based on the total space utilized by Synergy Tan images. (All Synergy Tan artwork can be obtained by contacting Synergy Tan's advertising department).
3. All advertising artwork must be approved by Synergy Tan prior to media release for consideration.
4. Salons must purchase from an authorized Synergy Tan Distributor.
5. Combined paid net invoice(s) value must meet or exceed \$1,000 and be dated between November 1, 2010 and October 31, 2011 to qualify for any product credits (please include Distributor(s) contact information for verification and/or include invoices).
6. Salons must currently carry inventory of Synergy Tan products.
7. Synergy Tan's Request form must be filled out completely to include final ad copy and media invoices. No homemade promotional materials will be considered for reimbursement (i.e., photocopied flyers).

Once all artwork has been approved, Synergy Tan will provide you with an order form and a total advertising amount available. Please allow up to 30 days for order to be processed and shipped. Synergy Tan reserves the right to substitute back-ordered product for comparable products.

**If you have any questions with regards to Synergy Tan's Advertising Program guidelines or submission, please contact Synergy Tan at:
(800) 325-0836 or email salonpromotions@synergy-tan.com**

2010/2011 ADVERTISING PROGRAM

Salons submitting for advertising credit must fill this form out completely and include final ad copy, media invoice(s), and purchase invoice(s). Forms without all supporting materials will not be considered for credit.

Salon Name: _____

Salon Owner: _____ Manager: _____

Salon Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Email: _____

Number of Tanning Units: _____ Number of Tanning Salons: _____

Distributor(s): _____

YTD Sales in Synergy: \$_____ Current Synergy Collections Carried: *Please check all that apply*

- | | | | |
|---|---|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Downtown Brown® | <input type="checkbox"/> The Swanky Girl® | <input type="checkbox"/> Surf's Up® | <input type="checkbox"/> TanFusion® |
| <input type="checkbox"/> Something Sweet® | <input type="checkbox"/> Cupid's Spell® | <input type="checkbox"/> Filthy Rich® | <input type="checkbox"/> Sunlicious® |

Media Vendor: _____ Invoice No.: _____

Type of Advertisement: _____

Please submit this form along with ad copy and media invoice by mail or fax:

Synergy Tan, Inc.
1 N. Calle Cesar Chavez Suite 11
Santa Barbara, CA 93103
Fax: (805) 564-3202

SIGNATURE: _____ DATE: _____

The above information and supporting material attached are accurate and in accordance with Synergy Tan advertising guidelines.

If you have any questions with regards to Synergy Tan's advertising program guidelines or submission, please contact: Synergy Tan at (800) 325-0836 or email salonpromotions@synergy-tan.com