



PREFERRED CUSTOMER+ PROGRAM FAQs

Q1: In what countries is the Preferred Customer+ (PC+) Program available?

A1: As of April 1, 2023, the PC+ Program will be available in the U.S. and E.U., with other markets to follow in May and June 2023, except for Canada and Japan.

Q2: Will the way a PC+ Member signs up be different than for a Preferred Customer?

A2: When a customer selects an item and clicks the “Add to cart” button, a pop-up appears. The pop-up shows paths to become a Retail Customer, Preferred Customer, or PC+ Member. If the customer selects Preferred Plus Customer, their item, and the PC+ Member sign-up fee will be added to their shopping cart.

After proceeding to checkout as a Preferred Customer or PC+, they will be asked to create a Monthly Subscription Order (MSO). They can click on the “default” button to automatically add the items in their shopping cart to their MSO, then select more items either for their MSO or for a one-time-only order.

They’ll also be able to set the date when they wish to start receiving their subscription product(s).

Q3: What if a Preferred Customer wants to upgrade to the PC+ Program?

A3: Once a Preferred Customer completes a MSO, they will be given the opportunity to upgrade to PC+ status for \$19.95. They need to choose that option. Then they will be upgraded to the PC+ Program.

Q4: How long does a PC+ Program subscription last?

A4: A year from when they first signed up.

Q5: What if a PC+ Member cancels their MSO?

A5: If a PC+ Member cancels their MSO, they remain a part of the program until their renewal date but will not be able to take advantage of wholesale pricing. If they fail to pay the renewal fee, they will be downgraded from PC+ Member to Retail Customer.

Q6: What if a PC+ Member fails to pay their renewal fee on the anniversary date, but has an active MSO?

A6: They will no longer be at PC+ status and will continue as a Preferred Customer.

Q7: What if an existing Retail Customer creates an MSO and pays the \$19.95 PC+ sign-up fee?

A7: They will be automatically upgraded to the PC+ Program.



Q8: Is the annual renewal fee refundable?

A8: The fee of \$19.95 must be paid on an annual basis on their anniversary date to remain a PC+ Member. This fee is generally non-refundable. An email notification will be sent asking them if they want to renew before their status is set to expire.

Q9: What if a Preferred Customer paid \$19.95 to become Preferred Customer? Will they automatically become PC+ Members?

A9: Yes. They will be automatically upgraded into the PC+ Program and will not be required to pay a renewal fee until 12 months after the program is launched.

LOYALTY REWARDS

Q10: How does a PC+ Member stay qualified for the full benefit of the loyalty rewards?

A10: Their first MSO will count as their first order, but it is the successive MSO that will count towards their loyalty rewards. For example, if they place an initial MSO and then have two processed successfully after, without cancelling or skipping a month, their SWAG item is unlocked. It will then be added to their next MSO (i.e., 4th).

Q11: Can a PC+ Member miss or skip any months in a year and retain their loyalty rewards?

A11: Customers can cancel or skip two months of their MSO in a rolling 12-month period and still retain loyalty rewards. The 12-month period begins when the first qualifying order is created. If a customer skips three months or more in a 12-month period, the order count will reset to zero and the customer must restart the process.

Q12: What makes a qualifying order for purposes of the loyalty rewards?

A12: For a MSO to count toward the earning of product samples, it must contain products with a total of at least 39 BV.

PRODUCT SAMPLES

Q13: What if a PC+ Member cancels or skips a month in their MSO? How will that affect their product samples?

A13: If a PC+ Member cancels or skips a month, their sample product will be added to their next Monthly Subscription Order. If they have not received six samples by that time they must renew their annual subscription, their sample program will resume upon their renewal.

Q14: What if a new PC+ Member does not select their free sleeve before the processing of their sixth consecutive MSO?

A14: A sleeve will be automatically selected for them.

Q15: What if a PC+ Member returns two or more orders?

A15: They will be excluded from the sample program.



SHARE PROGRAM

Q16: Can a PC+ Member earn more than one \$/€100 product credit in a month?

A16: Yes, they can! If the Customers they refer purchase another combined \$/€300 in any given month, they can accrue more credits. The number of credits they can accrue is not limited.

Q17: Will a PC+ Member's credits be automatically applied to any of their orders?

A17: No, it will not. If a PC+ Member wants their credits to apply to their next MSO, they will need to go into the Back Office and toggle that option on.

Q18: Will those credits have an expiration date, or can they be used at any time?

A18: Credits will expire after two months.

Q19: What happens if a customer that a PC+ Member refers returns their order?

A19: If a referred customer order that allowed the referrer to earn that credit is refunded and the credit has not been used, the credit will be removed. If the credit has been used, we will leave it and not create a negative adjustment on the credit balance.