

NORTH AMERICA



KEUNE

REWARDS

KEUNE REWARDS

Keune Rewards is designed to reward the stylists and salon owners who choose Keune. Earn rewards with every purchase and redeem them for exclusive perks—from free products and education to salon essentials that help grow your business.

It's our way of saying thank you for being part of the Keune family.

1

**Best-in-Class Earning
Achievable Tiers &
Generous Rewards**



2

**Full Assortment of
Redemption Items &
Salon Merchandising**



Enroll Today

If you aren't already a member of Keune Rewards, contact your Distributor Sales Consultant to enroll.

Visit KeuneRewardsNA.com

View your current qualification level, year-to-date purchases, and redeem rewards directly.

3

**Built-In Education
with Annual
Education Allowance**



4

**Exclusive Benefits
for Top 22
Salons Annually**



PROGRAM DETAILS

Keune Rewards is designed to help your salon grow! Rewards are earned on your monthly purchases of hair color and haircare and deposited into your account on a monthly basis. Rewards are easily tracked at KeuneRewardsNA.com.



Qualify

Purchase a minimum of \$200 monthly in Keune products.



Earn

Earn Keune Rewards for every dollar you purchase.



Redeem

Redeem your Keune Rewards for education, back bar, stylist station products, product samples, and more.

Purchase Qualifications & Benefits

BENEFITS	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	LEVEL 6
Reward Percentages*	4%	8%	10%	12%	14%	22%
Monthly Purchases**	\$200-\$999	\$1,000-\$1,999	\$2,000-\$2,999	\$3,000-\$3,999	\$4,000-\$4,999	\$5,000+
Salon Locator Listing	✓	✓	✓	✓	✓	✓
New Product Sampling***			✓	✓	✓	✓
Quarterly Top 22 Salon Recognition						✓
Education Allowance†			\$750 USD/CAN 1,500 Rewards Value	\$1,500 USD/CAN 3,000 Rewards Value	\$2,250 USD/CAN 4,500 Rewards Value	\$3,000 USD/CAN 6,000 Rewards Value
Top 22 Salon Experience††						\$10,000 USD/CAN 20,000 Rewards Value

*Keune Rewards earned monthly do not expire.

**Purchase Qualifications are the same for salons in the USA and Canada.

***Salons that have achieved Level 3 or higher in YTD purchases in the prior quarter will be eligible to receive New Product Sampling.

†Education Allowance is an annual reward, based on prior year purchases. Allowance must be redeemed within the calendar year in which Allowance was awarded.

††Keune Top 22 Salon Experience is an annual reward earned by the Top 22 Keune Salons in the USA and Canada and based on total annual purchases. The experience must be redeemed within the calendar year.

Annual Reward Benefits are based on ranking from previous year, total annual purchases.

Keune reserves the right to make changes to this program at any time.

REDEEMING KEUNE REWARDS

More information on redeeming Rewards can be found at KeuneRewardsNA.com under Rewards and Education.



Education

Keune Rewards can be used to purchase Academy Tickets (various locations), 124Go Business Programs, In-salon Programs, and Special Events.

In-Salon Education

Keune offers an array of customized in-salon programs, from foundational to advanced, designed to inspire and take your skills to the next level. Contact education@Keune.com for further assistance in booking an in-salon program.



Products

Redemption items include developers, lighteners, activators, aprons, bowls, brushes, and more. Styling products are for stylist station use and not intended for resale. Product orders are fulfilled and shipped by your distributor.



Branded Salon Merchandising & Accessories

Salon merchandising and accessory items include bags, towels, tools, retail merchandising, and more. Salon merchandising and accessories orders are fulfilled and shipped by Keune directly.

TOP 22 SALON EXPERIENCE

Each year, Keune invites our top-performing salons on an unforgettable international experience. Past destinations include London, Basel, Sydney, Amsterdam, and Madrid.

In 2026, we'll gather along the Adriatic coast in beautiful Croatia.

The Top 22 salons by annual Keune purchases earn an invitation for two guests—valued at \$10,000 / 20,000 Keune Rewards. Qualifying salons may also use Keune Rewards to bring additional guests!



HOW TO ACCESS

Visit KeuneRewardsNA.com and click "Log In".

KEUNE
REWARDS

Program Overview Rewards Education Find a Salon Contact

Search Log In

2026 KEUNE ACADEMY

Signature Blondes
August 23-24 | Atlanta, GA

Red Revival
October 4-5 | Scottsdale, AZ

 **Chris Combs**
@chriscombshair

 **Cory Wallace**
@this.is.corywallace

 **Courtney VonBerg**
@courtneyvonberg

 **Alicia Orabella**
@alicia_orabella_keune

PURCHASE TICKETS

Always free to join, Keune Rewards are based on your Keune salon purchases and credited on a monthly basis. The more you purchase, the greater your Rewards. Use Keune Rewards to invest in salon education, purchase products for your dispensary, backbar and stylist station use, and in-salon merchandising. Keune Rewards are customizable to suit your salon needs. If you aren't already a member, contact your distributor sales consultant to enroll today.

EXPLORE WHAT'S NEW

NEW TO KEUNE

"First Time Log In", verify your account information by entering your billing postal code and email address.

Contact your Distributor Sales Consultant for further assistance or email, ask@KeuneRewardsNA.com.

FREQUENTLY ASKED QUESTIONS

How do I enroll in Keune Rewards?	Contact your local Distributor Sales Consultant to enroll.														
How are Keune Rewards calculated?	Examples:														
	<table><thead><tr><th>Monthly Purchases</th><th>Rewards Percentage</th><th>Keune Rewards Earned</th></tr></thead><tbody><tr><td>\$1,000</td><td>8%</td><td>80</td></tr><tr><td>\$2,000</td><td>10%</td><td>200</td></tr><tr><td>\$3,500</td><td>12%</td><td>420</td></tr></tbody></table>			Monthly Purchases	Rewards Percentage	Keune Rewards Earned	\$1,000	8%	80	\$2,000	10%	200	\$3,500	12%	420
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When do my Keune Rewards expire?	Keune Rewards earned monthly do not expire. Education Allowance and Keune Top 22 Salon Experience expire annually.														
When do I receive my first Keune Rewards?	Keune Rewards are deposited when monthly purchases are \$200 or higher. Purchases are uploaded on the 16th of each month for the prior month's purchases.														
Do all salon purchases count towards monthly purchase totals in Keune Rewards?	Professional purchases include all colors, lighteners, forming, and backbar products. Retail purchases include all retail products in Care, Style, So Pure, and 1922. Sales tax and shipping charges are excluded from purchase totals.														
How do I redeem my Keune Rewards for Keune products?	Log into your Keune Rewards account via the " Log In " page at KeuneRewardsNA.com . Shop for products using your Keune Rewards under the "Product Redemption" page. Keune product redemptions orders are shipped from your distributor. Select accessories and salon merchandising items are shipped by Keune directly.														
Can product reward orders be paid with a credit card?	Product Reward orders are only payable using your Keune Rewards.														
How do I update my salon account information?	Contact your Distributor Sales Consultant to update your account information.														
Why am I unable to complete my shopping cart checkout when I receive the error message "more funds are needed"?	Product Reward orders cannot exceed the salon's total available Keune Rewards. Items must be removed from the shopping cart to reduce the total amount of the order that is equal to or is less than the Keune Reward available at the time of checkout.														

CONNECT WITH US



Keune Rewards

Click the QR code or visit KeuneRewardsNA.com to redeem your Rewards for exclusive perks—from free products and education to salon essentials that help grow your business.



Keune Education

Click the QR code or visit Keune.com/NA/Education to browse the full 2026 Education lineup—including Academy, in-salon, and online learning opportunities.



Visit Keune.com/NA

Click the QR code to explore Keune product lines, Keune Education, Keune Rewards, and more.

For questions or more information about Keune Rewards, contact ask@KeuneRewardsNA.com.

Keune Technical Hotline: 800.330.9302

For technical questions, product support, and expert guidance on formulations or troubleshooting—our Technical Hotline connects you directly with Keune professionals ready to assist.

Join the conversation and stay inspired.
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educator highlights, and community content.



Click QR code to visit our
Keune social channels.



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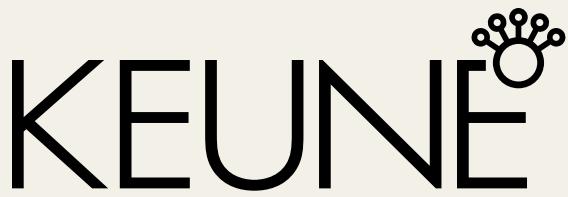


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@Keune_NorthAmerica





**PREMIUM
HAIRCARE
SINCE 1922**



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