

MIRABELLA®

MIRABELLA ACADEMY MIRABELLA 'S EDUCATION AND MARKETING SUPPORT SITE

www.go-bella.com

Mirabella Academy was established to give Distributors, Retailers, Educators and Salon Ambassadors a centralized site in which to pull extensive information regarding the brand and product offerings. Containing product knowledge manuals, sell sheets, tutorials, high-resolution imagery, and more, Mirabella Academy is a one-stop shop to retrieve the tools needed to market and sell Mirabella flawlessly!

STEPS TO GET REGISTERED:

Visit www.go-bella.com and select "Sign Up" in the upper right-hand corner of the page. Fill out form in its entirety. Choose a username and password that is unique to you and easy to remember. Please watch for misspellings as this will delay registration.

- Watch for an email requesting to confirm your email address. The email will come from mirabellasocialteam@gmail.com. You may need to look in your "spam" and "junk" folders should it not arrive in your Inbox.
- Follow instructions in the email to confirm your address. *This is the step missed by most who attempt to create an account.* Failure to confirm your email address will result in permanent registration stall.
- Once completed, you will receive an email with the subject line "Your New Account Information" indicating that your credentials have been sent to Mirabella for approval.
- Please allow a couple of days for the registration to be manually approved by Mirabella corporate. This is to ensure the site remains private for all Mirabella affiliates. We will do the best we can to approve you right away, but registrations after 4 pm CST, and on weekends, may have to wait until the following business day.
- You will get notified automatically by email once your account is approved. Look for an email with the subject line "Registration Approved."
- If you are still unable to login 24-48 hours after receiving the registration approval email, please notify the Mirabella Admin at admin@mirabellabeauty.com and someone will assist you.

DETAILED WEBSITE NAVIGATION GUIDE

See below for a description of the documents contained under each section of the navigation menu.

TRAINING TAB DROP DOWN OPTIONS:

- Video Tutorials: Access video tutorials aimed at demonstrating application techniques for Forgotten Favorites as well as current products.
- Product Knowledge: View multiple versions of Product Knowledge manuals containing benefit/usage statements on Forgotten Favorites and the most current product line-up.
- How-to Guides: Review step-by-step written instructions on proper sanitation practices and various techniques for enhancing facial features.
- Workbooks: Obtain detailed workbooks and printable face charts aimed at helping both new and seasoned artists perfect their base knowledge and technical skills.

AMBASSADORS TAB DROP DOWN OPTIONS:

- Program Details: View an outline of the Salon Ambassador program, with specifics on how to nominate an Ambassador, his/her role and expectations, and potential incentive details.
- Salon Ambassador Nomination Form: Used by salon/spa managers or owners to nominate an individual within his/her facility for the Salon Ambassador program.

- Ambassador Certification: Direct link to the training course and quiz that, once passed, will certify nominees as a Mirabella Salon Ambassador.
- Ambassador Sell Sheets: Access all available sell sheets containing product descriptions, imagery, and pricing.
- Product Timeline: View an outline of product launch dates, descriptions, and pricing.

EDUCATORS TAB DROP DOWN OPTIONS:

- Educator Application: Fill out completely and submit with a resume to be considered for a contracted Educator position with Mirabella.
- Education Certification: Direct link to the annual training course and quiz used to certify existing and new Mirabella Educators.
- Educator Forms: Find and download forms and reports necessary for Educator job requirements.
- Educator Sell Sheets: Access all available sell sheets containing product descriptions, imagery, and pricing.
- Product Timeline: View an outline of product launch dates, descriptions, and pricing.

RETAILER TAB DROP DOWN OPTIONS:

EDUCATION PROGRAM:

- Program Details: Find a flyer outlining all available Education options, complete with qualification guidelines.
- Education Request: Access the request form for any salon/spa to obtain Educator assistance with an educational class or event at their facility.

RETAILER TOOLS:

- Retailer Order Forms: Access the most up-to-date wholesale/retail and tester order forms, as well as the discontinued list.
- Marketing Assets: An extensive list of documents used to introduce the brand, guide retail sales, and market the line effectively.
- Marketing Imagery & Videos: Direct access to our Dropbox containing images of products, models, color swatches, displays, social media imagery, and videos.
- Retailer Sell Sheets: Access to all available sell sheets containing product descriptions, imagery, and pricing.

RETAILER DISPLAYS:

- Display Options Imagery: Shows high-resolution CAD images of all available small point-of-purchase displays and larger tester unit displays.
- Kitting Orders: Lists all tester unit display options and products included with each new buy-in package.

PROMO VIDEOS:

- View a sampling of videos designed to offer retailers a material for in-salon viewing or use on social media and business websites.

PRODUCT TIMELINE:

- Obtain an outline of product launch dates, descriptions, and pricing.

REPS TAB CONTENT:

- Rep Certification: Access the Distributor Rep Certification training courses and quiz.

CONNECT TAB CONTENT:

- About Us: Links to an article touching on Mirabella owners, company history, and the concepts behind the Mirabella rebrand.
- Social Media Links: Contains direct links to Mirabella's social media networks.
- Events: View information on Mirabella's annual fall Makeup with Personality Conference and see updates as the next event's details are decided.

Please thoroughly review and use this website for all the services it provides. This should be your first stop when looking for brand or product information. Mirabella will offer additional opportunities for brand guidance at tradeshow, sales meetings, and our Makeup with Personality Conference.