

# MIRABELLA®

WE ARE SO PLEASED THAT YOU HAVE DECIDED TO JOIN THE MIRABELLA FAMILY! BEING A RETAILER OF MIRABELLA BEAUTY PRODUCTS IS A PRESTIGIOUS DUTY WITH MANY EXCITING OPPORTUNITIES TO EMPOWER YOUR SALON OR SPA TO MAXIMIZE RETURN ON INVESTMENT AND MAINTAIN STEADY GROWTH IN COSMETIC RETAIL SALES. THE MIRABELLA TEAM'S MISSION IS TO PROVIDE YOU WITH THE TOOLS AND MATERIALS NECESSARY TO INCREASE BRAND AWARENESS, EDUCATE STAFF AND CONSUMERS ABOUT THE BENEFITS OF OUR CLEAN COSMETICS, AND DRIVE SALES THROUGH PROVEN SUCCESSFUL PRACTICES. SO, YOUR BUSINESS JUST RECEIVED ITS BEAUTIFUL NEW MIRABELLA PRODUCTS, NOW WHAT?

## SUPPORT & EDUCATION TRAINING - STEPS TO SUCCESS

### GO-BELLA.COM

*Mirabella is proud to offer its retailers a marketing support website filled with materials and imagery to help educate, drive sales, and increase brand awareness. To register, visit [GO-BELLA.com](http://GO-BELLA.com) and sign up for an account. You will be approved in as little as 24 hours.*

### APPOINT A SALON AMBASSADOR

*Mirabella strongly believes that the retailers benefit immensely from an Ambassador within the salon or spa who works directly with the Mirabella team to stay abreast of everything happening with the brand. To nominate an Ambassador to represent your salon or spa, you may do so at [Mirabella.com](http://Mirabella.com).*

### LOOKING FOR EVEN MORE IN-DEPTH EDUCATION & TECHNIQUE TRAINING?

**CHECK OUT [MIRABELLAACADEMY.COM](http://MIRABELLAACADEMY.COM)**

### LICENSED PRO FB GROUP

*Mirabella encourages retailers to join the company's private fb group and engage with fellow retailers regarding all things Mirabella, from new product launches to successful sales tips and tricks. To register, join the group and await approval.*

### MATCH MY MAKEUP

*Mirabella is proud to be partnered with Match My Makeup to offer both wholesale and retail customers the ability to shop with confidence from the comfort of his/her own home with the new color-matching widget located on each of the foundation pages and located directly under the shade swatch options. Simply click the widget and follow the prompted instructions/questions to match a current foundation brand/shade to one of Mirabella's foundations.*

### LICENSED PRO AFFILIATE PROGRAM

*Mirabella is excited to offer yet another way to partner with us, designed specifically for loyal professionals to share their love of Mirabella makeup and skincare with customers, friends, and social followers, even if unable to invest in open stock or a display unit. This program provides a custom affiliate link and lifetime cashback rewards to registered participants. To register for our Licensed Pro Affiliate Program, scan this QR code and follow the registration instructions provided or visit [Mirabella.com](http://Mirabella.com) to learn more.*



# MIRABELLA®

## BEAUTY FLUENT

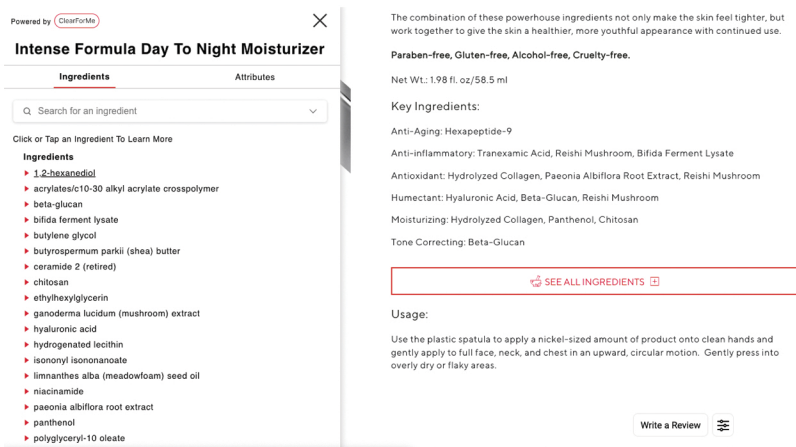
*In an effort to put training and education at your stylists and beauty advisors fingertips, Mirabella has partnered with Beauty Fluent. This training app helps empower the beauty sales force and facilitates sales in real time. Mirabella's product offerings within the app, featuring key selling points, ingredient benefits, pro tips, videos, and more, are easily accessible by scanning the UPC or searching for a specific product/shade within the app's search tab. We have even created a segment of recommended cross sells to increase ROI. To join, download the Beauty Fluent app by scanning this QR code or searching the app on your phone and registering for an account. Once logged in, click 'NOT LISTED' from list of retailers.*

## Download Beautyfluent®

IOS



ANDROID



## CLEARFORME

*Further strengthening Mirabella's mission to create clean cosmetics and provide our consumers the utmost transparency regarding our products' formulations, we have partnered with ClearForMe and adopted its innovative technology on our website. ClearForMe's platform has transformed our products ingredient lists into dynamic, interactive tools providing fact-based ingredient education to consumers to make informed product selections and build trust. Consumers can now click on an individual ingredient within an ingredient deck on any product web page and discover a user-friendly definition that helps them shop confidently.*

**LOOKING FOR EVEN MORE IN-DEPTH  
EDUCATION & TECHNIQUE TRAINING?**  
CHECK OUT MIRABELLAACADEMY.COM