

L'Oréal Liquid Color Club B2B Loyalty Program Terms and Conditions

Please read these Terms and Conditions carefully. By participating in the L'Oréal **Liquid Color Club** B2B Loyalty Program, you agree to be bound by these Terms and Conditions, as they may be amended from time to time.

1. Introduction and Acceptance of Terms

This L'Oréal **Liquid Color Club** B2B Loyalty Program (the "Program") is operated by L'Oréal Nederland, Scorpius 141, 12132LR Hoofddorp, Netherlands ("L'Oréal," "we," "us," or "our"). The Program is designed to reward our valued business partners for their ongoing engagement and purchases of L'Oréal products. Participation in the Program is offered at the sole discretion of L'Oréal. Your enrollment and continued participation in the Program constitute your express acceptance of these Terms and Conditions, as well as our Privacy Policy at point 13, which is incorporated herein by reference. If you do not agree to these Terms and Conditions, you may not participate in the Program.

2. Program Overview

The Program offers eligible businesses the opportunity to earn rewards, access exclusive benefits, and achieve distinct loyalty tiers based on their purchases with L'Oréal. The specific benefits, reward structures, and tier criteria are outlined within these Terms and Conditions and may be updated periodically by L'Oréal.

3. Eligibility

3.1. The Program is open only to independent salons that have an active and valid business account with L'Oréal Partner Shop and meet the eligibility criteria established by L'Oréal from time to time.

3.2. Participation is void where prohibited by law.

3.3. L'Oréal reserves the right to determine eligibility in its sole discretion and may require proof of business status and other relevant documentation.

3.4. Each eligible business may only maintain one Liquid Color Club account.

4. Enrollment

4.1. Eligible businesses may enroll in the Program by approving the terms and conditions on the Qualifio form being send to the eligible businesses via mail or LPS notifications.

4.2. By enrolling, you confirm that you are an authorized representative of your business with the authority to bind your business to these Terms and Conditions.

4.3. L'Oréal reserves the right to approve or deny any enrollment application for any reason.

5. Loyalty Tiers: Expert Level, and Master Level

The Program features a tiered structure designed to offer escalating benefits based on your business's loyalty and performance. The criteria for achieving and maintaining each tier, as well as the associated benefits, are determined solely by L'Oréal and may be changed at any time.

5.1. Expert Level

- **Description:** This is the first-level tier for businesses newly enrolled in the Program and meeting foundational purchasing requirements on the L'Oréal Partner Shop.
- **Qualification Criteria:** You have to achieve both of the following criteria: (1) Achieve a minimum of 9 bottles of any of the Color Gels Oils assortment and a minimum of 9 bottles of any of the Shades EQ assortment in quarterly purchases on the L'Oréal Partner Shop. (2) Achieve a minimum at least 42 of any combination of the Color Gels Oils assortment and any of the Shades EQ assortment in quarterly purchases on the L'Oréal Partner Shop.
- **Benefits:** Access to free Redken cap or free Redken spray or free Redken bodybag in your L'Oréal Partner Shop account. Gifts are subject to availability, while supplies last.

5.2. Master Level

- **Description:** The Mastel Level recognizes businesses demonstrating higher purchase volumes on the L'Oréal Partner Shop.
- **Qualification Criteria:** You have to achieve both of the following criteria: (1) Achieve a minimum of 9 bottles of any of the Color Gels Oils assortment and a minimum of 9 bottles of any of the Shades EQ assortment in quarterly purchases on the L'Oréal Partner Shop. (2) Achieve a minimum at least 120 of any combination of the Color Gels Oils assortment and any of the Shades EQ assortment in quarterly purchases on the L'Oréal Partner Shop.
- **Benefits:** Access to free Redken luxe cutting cape or free Redken crossbody tools bag or free Redken backpack in your L'Oréal Partner Shop account. Gifts are subject to availability, while supplies last.

6. Earning Points/Rewards

6.1. Points or rewards are earned based on qualifying purchases as defined by L'Oréal.

6.2. The rate at which points are earned, the activities that qualify for earning, and any maximum earning limits are determined by L'Oréal and may be changed at any time without prior notice.

6.3. Points or rewards have no cash value and cannot be redeemed for cash or transferred.

6.4. Points will be credited to your L'Oréal Partner Shop account within 7 days of eligible transactions.

7. Redeeming Points/Rewards

- 7.1. Accumulated points or rewards can be redeemed for specific products, services, or benefits as outlined by L'Oréal in its Program communications.
- 7.2. The redemption options, point values, and any minimum redemption thresholds are determined by L'Oréal and may be changed at any time.
- 7.3. All redemptions are subject to availability.
- 7.4. Redemptions can be made through the shopping cart in your L'Oréal Partner Shop account by the 15th day of the month after the quarter (e.g. 15 April for quarter 1).
- 7.5. Earned points are valid until the end of the next quarter. If the prize is not chosen by the end of the next quarter, the right to a gift expires.

8. Program Modifications and Termination

L'Oréal reserves the unilateral right, in its sole and absolute discretion, to modify, suspend, or terminate the Program, or any aspect thereof, including but not limited to these Terms and Conditions, the loyalty tier structure, earning rates, reward values, eligibility requirements, and benefits, at any time, with or without prior notice. Any changes will be effective immediately upon posting the revised Terms and Conditions on <https://nl.lorealpartnershop.com/nl/rk-liquid-color-club/rk-liquid-color-club.html> or upon communication to participants through other means. Your continued participation in the Program after such modifications constitutes your acceptance of the updated Terms and Conditions.

9. Termination or Suspension of Participation

L'Oréal reserves the unilateral right, in its sole and absolute discretion, to suspend or terminate any business's participation in the Program, and to revoke any accumulated points or benefits, if L'Oréal believes, for any reason whatsoever, that the participant has violated these Terms and Conditions, engaged in fraudulent activity, abused Program privileges, made misrepresentations to L'Oréal, or acted in a manner inconsistent with applicable laws, regulations, or the spirit of the Program. Such termination or suspension may occur without prior notice and without liability to the participant.

10. Limitation of Liability

L'Oréal and its affiliates, officers, directors, employees, and agents (collectively, "L'Oréal Parties") shall not be liable for any direct, indirect, incidental, special, punitive, or consequential damages whatsoever, including loss of profits, revenue, data, or goodwill, arising from or in connection with the Program or these Terms and Conditions, even if advised of the possibility of such damages.

11. Indemnification

You agree to indemnify, defend, and hold harmless L'Oréal Parties from and against any and all claims, liabilities, damages, losses, costs, expenses, and fees (including reasonable attorneys'

fees) arising from or relating to your participation in the Program or your breach of these Terms and Conditions.

12. Governing Law and Dispute Resolution

These Terms and Conditions shall be governed by and construed in accordance with the laws of The Netherlands and the courts of Amsterdam.

13. Privacy

Information collected in connection with your participation in the Program is subject to L'Oréal's Privacy Policy, available at:

- <https://www.loreal.com/en/netherlands/pages/group/privacy-policy-netherland-b2b/>

By participating in the Program, you consent to the collection, use, and disclosure of your personal information in accordance with our Privacy Policy.

14. Miscellaneous

14.1. **Entire Agreement:** These Terms and Conditions, together with any documents expressly incorporated by reference, constitute the entire agreement between you and L'Oréal regarding the Program and supersede all prior or contemporaneous communications, understandings, and agreements, whether oral or written.

14.2. **Severability:** If any provision of these Terms and Conditions is found to be invalid or unenforceable, that provision shall be severed from these Terms and Conditions, and the remainder of the provisions shall remain in full force and effect.

14.3. **Waiver:** No waiver of any provision of these Terms and Conditions by L'Oréal shall be deemed a further or continuing waiver of such provision or any other provision, and L'Oréal's failure to assert any right or provision under these Terms and Conditions shall not constitute a waiver of such right or provision.

14.4. **Assignment:** You may not assign or transfer your Program account or any of your rights or obligations under these Terms and Conditions without the prior written consent of L'Oréal. L'Oréal may assign its rights and obligations under these Terms and Conditions without restriction.

14.5. **Headings:** The headings in these Terms and Conditions are for convenience only and shall not affect their interpretation.

15. Contact Information

If you have any questions about the L'Oréal Liquid Color Club B2B Loyalty Program or these Terms and Conditions, please contact your L'Oréal account representative or customercare.nl@b2b.loreal.com

Effective Date: 01/01/2026