

DAVINCIA®

PHOTOS AND TESTIMONIALS

To be selected, the photos must :

- Show Davincia®'s products' remarkable results. We will only choose exceptional cases;
- Be well lit, well framed and have a good resolution (1080p or better);
- Be sent along with our signed testimony form;
- Be sent along with a written testimonial (50 words maximum).

Take good photos

- Take front and side profile photos of the person showing a neutral expression, before and after, using the same angle and lighting;
- The file must allow high-definition 8x10 printing;
- Photos must have a neutral background and no logo.

Send us everything

- Send the **ORIGINALS** as separate files (NO pre-editing), the product selection and the consent form to info@davinicia.ca in the same email. (If necessary, use a file transfer service such as WeTransfer or Google Share);
- You will receive the selected products with your next order if your testimonial is selected.

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DAVINCIA PARTIES

(We share with you some ideas that have worked well for our partners.)

Preparation

- 1. 30 days before (minimum)**
 - a. Determine the format and notify the head office of the date. We are here to support you;
 - b. Target high-potential clients and extend the invitation through the following media: Facebook (Messenger), Instagram, newsletter, phone, flyer. Reserve your date at the institute reception;
 - c. Create a Facebook event. Allocate a budget for local Facebook and Instagram advertising to attract new clients;
 - d. Plan the live testimonial of a Davincia client.

- 2. 7 days before**
 - a. Resend the invitation and post in the Facebook event;
 - b. Confirm clients attendance;
 - c. Prepare the room (layout, products, raffle tickets);
 - d. Confirm the presence and roles of the team members present;
 - e. Plan the date of the next event (ideally in 3 months);
 - f. Place your order on the platform according to the number of attendees (bags, checklists, and gifts with purchase).

- 3. The day of the party**
 - a. Finish preparing the room (sparkling wine and hors d'oeuvres);
 - b. Prepare invoices / referral pads with contact information of the attendees to save time;
 - c. Prepare documents (consent forms and updated price list);
 - d. During the event, use Facebook Live, take photos and create Facebook or Instagram stories. Make it look like this event was a must!
 - e. Give the date of your next event;
 - f. Notify participants that you will announce the contest's winner the following day to motivate them to follow you and make customers who weren't there want to come to your next event.

- 4. The next day**
 - a. Post photos on Facebook and Instagram;
 - b. Send your best photos to info@davinicia.ca. We will share them and tag you;
 - c. Thank the attendees (email, phone, Facebook);
 - d. If the results on the model are outstanding, post them on social media.

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Davincia®'s Contribution

- A 30-minute meeting with the head office to validate the preparation of your event (30 days before) and see how we can support your efforts to promote Davincia®;
- Visual for online posts or printing (on the portal).

Institute's contribution (examples)

- 1 Biocompatible Care® to be raffled off as a door prize (the following day on social media);
- Gifts with purchase.

The formulas

- Demonstration (information session);
- Full treatment throughout the day (\$);
- Cocktails et kiosks;
- Private group / special event / office party;
- Body (Silweta™ Cure et Dolce™);
- Open house;
- Zoom or live events on social media.

Tips and tricks for a profitable event

- Target customers based on their buying potential;
- Charge \$50 per person, refundable upon purchase;
- Have products for sale on-site;
- Have people try the Dolce™ exfoliator and cream and the breath freshener, and talk about the shower gel;
- For every friend invited, attendees get an additional raffle coupon or product giveaway;
- Have a special guest with you who is familiar with the line and is a seasoned customer;
- During the demonstration, have people try on the products as they are used in the treatment in order to involve the senses;
- Make a sale with your best salesperson (the most knowledgeable on Davincia® products);
- During the demonstration evening, make sure to have the clients interact. Don't stretch the treatment duration. Your event should last no longer than 1h30 + 30 min. of exchanges and sales;
- Consider doing one or more Facebook lives and Instagram stories. Take pictures!
- Seek sponsorship from local businesses (strategic alliance);
- If it's a body event, you can provide the attendees with a large tub filled with water and have them try the products in order of use: Dolce™ foot scrub and Silweta™ calf scrub, and then the other products. They will feel the benefits instantly! Charge \$ deductible from their purchases!

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STRATEGIC ALLIANCE BETWEEN BUSINESSES

What is a strategic alliance?

A strategic alliance is a mutual referral of clients between two companies offering **complementary** services, sharing **similar client bases**. It's an excellent way to promote the Davincia brand. Even if your alliance only brings in a few clients, it will open up new profitable opportunities. This type of promotion is strategic and cost-effective.

Keep in mind that direct referrals from loyal customers are one of the best ways to promote your products. Take the time to convert them to the Davincia philosophy (long-term relationship). They will become your best ambassadors.

Alliances to consider:

- Naturopaths;
- Stylists and hair salons;
- Massage therapists;
- Organic manicurist;
- Yoga studios;
- Spas;
- Restaurants and high-end clothing stores;
- Travel agencies;
- Any business that aims to inform, educate and help customers promote wellness and luxury.

Suggested strategic agreements

Davinicia will support your advertising activities.

Davinicia provides what you need, and it is renewable (upon presentation of proof)

- Demo products and samples;
 - Before/after photo album showing the Biocompatible Care® results;
 - Pamphlets;
 - Toxic agents checklist;
- *Davinicia reserves the right to vary its contribution depending on the level of visibility.

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The partner provides (suggestions)

- A Biocompatible Care® to offer to the collaborator to introduce them to the product and to thank them;
- Rewards, such as 50\$-worth of Davincia products or care for each client referral who uses our products. It costs little to gain a quality client, in addition to benefiting from a free advertising window;
- Plastic inserts for pamphlets and business cards.

Receive the items provided by Davincia

Email the **signed** alliance agreement (PDF) to info@davinicia.ca. Davincia will send the required documents and products with your next order.

POTENTIAL INFLUENCERS

What do we mean by POTENTIAL INFLUENCER?

A person who has a high-quality social media following and who shares Davincia's values. An influencer who represents naturalness, has an upscale lifestyle and can influence their community to buy Davincia products.

Everyone wins!

You refer them to us, and we will reward them; they will be able to mention you as a partner and tag Davincia.

- Our participation level depends on the analysis of the influencer's audience. Therefore, it can be personalized.

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COMPLAINTS & INCIDENTS

Skin reaction or defective product (incident)

1. Take a **picture** of the product, note the **lot number**, add as much information as possible, then sent everything to info@davincia.ca;
2. A follow-up will be made;
3. We remind you that slight variations in colour or texture between batches are normal since these are natural products. Some ingredients will change depending on the season and the harvest. Other variations are possible based on the condition of your customer's skin.

Missing or damaged product in transport (delivery)

Contact info@davincia.ca