

REBRAND REVITALIZATION FAQ



GLYMED'S VISION AND VALUES

Q How does the brand revitalization affect the company's overall identity and reputation?

A GlyMed's reputation as an authority in skincare is well known. It was only through experience that customers realized its quality and value. By elevating the visual appeal of our brand, more people will want to engage with GlyMed products. This opens doors for more people to see the effects of our highly-rated, unparalleled, unmatched formulations and get the skin care results they seek.

Q How is GlyMed different from every other brands in existence?

A **Legacy:** We have been in the professional skincare industry for 32+ years.

Heritage: Our founder, Christine Heathman, is a legend in aesthetics.

Resources: Access world-class education through our innovative e-learning platform, GAAIN, and other resources. **Results:** Get the results every skincare professional desires, both behind the chair and in the home care regimen.

Q How is the new logo more aligned with the company's values and vision?

A The logo hearkens back to our heritage. The *Gly* is our heritage and the *Med* is the forward-thinking slant. The plus represents our standard of excellence (GlyMed Plus). Our founder and licensed master esthetician, Christine Heathman, wanted people to be aware of our effective, clinical-grade skincare line where you can expect results in the treatment room and in home care. For the brand revitalization, we simplified the wordmark to increase its visual appeal.

NEW PACKAGING

Q How will the new packaging raise awareness of GlyMed Professionals to retail consumers?

A Retail consumers will learn about our new packaging through the company's newsletter and social media. We will also provide licensed professionals with resources so you can let your clients know about it as well.

Q Will the new packaging affect the size or weight of the product?

A Most sizes and weights will remain the same. A few products have increased in size while remaining at the same price as before.

Q Is the new packaging recyclable?

A GlyMed constantly seeks to make its products eco-friendly to preserve nature and protect Mother Earth. It's important to check with your local recycler for confirmation their facility will accept plastics.

Q Why did GlyMed change the look of the packaging?

A To elevate the look of the brand and our products. This helps support licensed professionals by having products that have a stronger shelf presence.

Q Have product size options changed?

A No, product size options are still Trial, Travel, Retail and Back Bar.

Q What are the benefits of the packaging change?

A Our new packaging is more durable, cost-effective and reduces waste for a better user experience. To increase durability, we added laminated labels to Travel, Trial and Back Bar size products to create a barrier between the printing and exterior. This allows you clean and sanitize the packaging without loss of labeling content. This and other changes to containers provide a more elevated and functional experience.

Q What is the purpose of the icons on the packaging?

A These icons make it easy for you and your clients to identify the benefits of each product and the skin conditions for which they are intended.

Q What happened to Master Aesthetics Elite, Cell Science and Age Management sublines?

A Our sublines are now Main, Elite, Acne and Professional Only.

Main contains the tried and true formulations you have come to associate with GlyMed. These formulas come in blue packaging, which represents the tranquility and reliability this subline offers.

Elite comprises our innovative, state-of-the-art formulations that deliver an elevated, luxurious experience. As their purple packaging suggests, these formulas are sure to make your clients feel like royalty.

Acne encompasses our formulations for acne and other problematic skin concerns. The vibrant orange packaging represents the hope and optimism these formulas provide by delivering unmatched results.

Professional Only consists of highly active formulations available only to skin care professionals. This subline, with its black and white packaging, hearkens back to our roots as a professional-only, clinical skin care line.

Q What does the color gradient represent?

A GlyMed Plus uses a four-step system: Cleanse, Treat, Balance and Protect. Each subline progresses from a lighter color to a darker color with Cleanse being the lightest and Protect being the darkest. This color gradient makes it easy to identify products and know which order to apply them for maximum effect.

Q Which products changed type of containers?

A Beauty Oil and CBD Booster are now available in a new targeted applicator format. CBD Mist is in a 4 oz. container with an improved shape and misting applicator. Our body products Cellulite Corrective Cream and CBD Massage Cream are now in a tri-applicator tube for ease of use and less mess. Eye creams and lip enhancer are in a new airless tube with a pump dispenser for better targeted application. Also, Cell Protection Serum has doubled in size (1 oz) for Retail, and Barrier Repair Cream is now available in Back Bar size.

Q Are there any new products?

A Yes, we have two new mandelic acid-based products, Idyllic Cleanser and Radiant Serum, and two new sun care products: Oil-Free Protective Moisturizer with SPF 30 and Oil-Free Protective Moisturizer with SPF 50.

PRICING

Q Will product prices change with this brand revitalization?

A No, we will not be increasing our prices with the new look.

INGREDIENTS

- Q** Does GlyMed disclose ALL ingredients on their product labels and website?
- A** Yes. Ingredient Decks are on packaging and on product pages.
- Q** Did GlyMed change formulations?
- A** No! Our formulations remain the same. We stand by our commitment to provide superior formulas to the skincare industry.
- Q** Did GlyMed make any product changes outside of packaging?
- A** Yes, many product names have changed for greater clarity. This helps you and your clients get to know our products.

PROFESSIONAL ONLY

- Q** Does GlyMed sell on Amazon?
- A** No, we stay true to the “Purely Professional” or professional-only sales channel by selling through licensed skincare professionals. This is how we maintain the integrity of our products and elevate the role of skincare professionals. If we discover an account is selling on Amazon (or other third-party sites) their account is suspended as a violation of our Product Order Terms and Conditions.
- Q** Do I need to be logged in to see professional pricing and sizes?
- A** Yes, our inclusive skincare line includes different sizes at a good price. If you have trouble logging into your account, please contact us at support@glymedplusaustralia.com.au
- Q** Are you going direct to consumer?
- A** No. Although the presence of our line continues to grow, we are committed to our legacy as a “Purely Professional” skincare line. We value our partnership with licensed professionals who dedicate themselves to their clients’ skin health. Its because of these core values that we sell all of our products solely through licensed skincare professionals channels.

OLD PACKAGING

- Q** Can I return products with the old packaging?
- A** No, returns will not be accepted unless the product is deemed to be defective ([read GlyMed’s Return Policy](#)). We value your partnership and are committed to providing you with best customer service.
- Q** Have products been discontinued, and if so which ones? And, what can I use instead?
- A** **Discontinued Products:**
- Travel size of Oil-Free Sunscreen SPF 15—use Retail size instead
 - Back Bar size of DNA Reset Face & Neck Cream
 - Trial size of DNA Reset Face & Neck Cream
 - Back Bar size of Skin Bliss Hydrating Masque—BACKBAR
 - Back Bar size of Skin Bliss Oil Control Masque—BACKBAR
 - Wrinkle Remedy with Drone Technology
 - Essential Post Shave Balm—use Essential Shave Cream instead
 - Travel size of Essential Post Shave Balm
 - Dual System (Daily Lift Serum and Daily Smooth Peel)

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- Gentle Facial Wash with BIOCELL-sc—use Mandelic Idyllic Cleanser instead
 - AHA Accelerator with BIOCELL-sc—use AHA Accelerator instead
 - Treatment Cream with BIOCELL-sc—use Treatment Cream instead
 - Glow Collection—use Ultimate Collection instead
 - Trial size of CBD Regenerative Eye Cream
 - Trial size of Anti-Wrinkle Eye Cream
 - Fixing Powder Light
 - Fixing Powder Dark
 - Chocolate Power Peel

Available in Back Bar Size Only:

- Daily Lift Serum
- Daily Smoothing Peel
- Super Protein Lift

Four new products are coming soon!

- Q** I prefer not to display the old packaging with the new one. How do you recommend moving through old packaging?
- A** You can offer a clearance sale or special promotion on old packaging products. You can also use them in the treatment room as they will still achieve incredible results.

EDUCATION

- Q** Does the brand revitalization include any changes to GlyMed’s award-winning educational resources?
- A** Yes, more of it! GlyMed will continue to provide licensed professionals with world-class education and training as always.
- Q** Where can I learn more about the brand revitalization?
- A** We will host open houses and a QES Education Series for all of our GlyMed Pros. In the meantime, you can reach out to us at 800.676.9667 or info@glymedplus.com, or visit our website for more information. We are here to ensure you have all the information you need to be successful with GlyMed.
- Q** Has GlyMed made any changes to manuals, protocols, handouts and education resources?
- A** We have upgraded manuals, protocols, handouts and educational resources, so they align with the brand revitalization. These invaluable resources are available to help you accomplish your professional goals.

NEW NAMES

- Q** Will I still see saved “Favorite” products?
- A** Yes, it’s important to us that you continue to enjoy a positive online shopping experience. You can view your saved “Favorites” and add to your list of “Favorites” just as before.
- Q** What’s an easy resource for me to see the new product names and SKUs?
- A** We created an entire Brand Revitalization document that includes all of our products and SKUs. Email support@glymedplusaustralia.com.au to request your copy of the Brand Revitalization Rubric.
- Q** What if my clients don’t know the new product names?
- A** Your clients can still search for a product under the old name so they get the skincare they need. The search will pull up the renamed product so they know what to look for in the future. If your clients ever need assistance, they can reach our customer support team at support@glymedplusaustralia.com.au

Q Why did GlyMed change product names?

A Clear communication is essential to educating you and your clients about the benefit and use of our products. Because of this, we changed the name of some of our products to better reflect their ingredients and their purpose. These changes promote a consistent, simple and consumable naming system to improve product knowledge.

Q How will I change the names and images of products on my REGEN® Retail store?

A These changes will be made automatically, so you don't have to do anything to update your REGEN Retail store.

Q What about product images on my business' website?

A We will provide a link to images for licensed professional account holders to use on their sites.

REGEN® REWARDS

Q When will these changes be available on REGEN® School?

A The first quarter of 2024. We are excited for you and your students to benefit from our new packaging.

Q Has RevShare changed with the brand revitalization?

A No, you will still earn 40% of the product total (pre-taxes and shipping) on every order made through your REGEN® Retail store. We are here to invest in your success!

MISCELLANEOUS

Q When will these changes be available in Canada?

A The first quarter of 2024. We are excited for our Canadian customers to enjoy our new packaging.

Q With GlyMed using a new Dropbox account, will the old toolkits still be available?

A Yes, you can request them by emailing us at info@glymedplus.com. We will continue to send you monthly Social Media Marketing Toolkits to support your business.

We have updated our company policies, please click on the links below for more information:

[GlyMed Plus Privacy Policy](#)

[GlyMed Plus Return Policies](#)

[GlyMed Plus Terms of Service: Pro](#)

