

## **InkSure™**

The basic InkSure™ is our 180 day assurance plan that protects you. In the event that you experience any unlikely adverse reaction or if after 6 months you simply do not like your brows - we'll laser remove them at no cost to you. That's our promise.

This basic InkSure™ protection is available exclusively at IVONNE, and comes with all new eyebrow treatments. Need additional coverage? Consider our InkSure™ Plus protection.

### **EXTENDED PROTECTION**

**InkSure™ Plus** is laser tattoo removal coverage in case the unthinkable happens. You are protected:

- From undeclared pigment ingredients
- From unsafe pigment ingredients
- In case of chronic intolerance or a new medical condition

We guarantee that our pigments are free from undeclared or prohibited ingredients for 3 years from implementation. If during that time an undeclared ingredient becomes discovered or an ingredient becomes re-classified as prohibited in Canada we'll laser remove your qualifying permanent makeup - all at no cost to you.

In the unlikely event that you experience any chronic intolerance in the treated area, or require removal for any medically supported reason, we'll laser remove your PMU - all at no cost to you.

Pay what you paid the first time. With InkSure™ you can have peace of mind knowing that if you need to redo your permanent makeup due to one of the reasons above, we'll honour the price of your initial treatment.

### **Keep Loving Your Permanent Makeup, for life**

As long as you schedule one appointment each year and treat your permanent makeup as outlined in our pre/aftercare guide, you'll continue to qualify for removal if you need it. That's our commitment to you.

### **What is covered:**

Pigment dispersions used in your beautiful original permanent makeup (eyebrow tattoo only) received at IVONNE.

Within 3 years of your initial treatment or follow-up, should a pigment ingredient not be disclosed in the original labelling, or should an ingredient be classified as prohibited in Canada we will be happy to provide you with up to 5 laser tattoo removal sessions free of charge, including the labour and material costs associated with removal of the affected pigments.

Should you experience any chronic reaction, or develop a medical condition supporting removal, and verified by a physician, we'll provide you with up to 5 laser tattoo removal sessions free of charge.

Plus, should you wish to re-implement new pigments we'll protect the price by honouring what you paid initially.

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### **What you need to do:**

1. Safely store your original appointment confirmation and receipt together with your IVONNE InkSure-Terms policy which is included in your confirmation emails.
2. Schedule and complete any appointment at least once every 12 months for a routine inspection by our trained and certified permanent makeup provider.
3. Our provider will record the details of your permanent makeup and advise you of the next scheduled date.
4. Care and maintenance advice will be provided at each colour boost to ensure you get the best out of your InkSure™ permanent makeup coverage.

### **What is not covered:**

- Pre-existing permanent makeup (pre IVONNE)
- Eyeliner Tattoo, Lip Blush Tattoo, or Camouflage Tattoo
- Eyebrow tattoo that has turned “salmon” in colour or any other colour that cannot be practically removed by our PicoWay® laser device.
- Complimentary annual colour boosts or touch-ups that are part of other offers.
- Any touch-ups or colour boosts made to your eyebrows that are not performed by IVONNE will void the coverage.
- Any complications arising from eyebrow tinting, waxing, or shaping from another provider.
- Permanent Makeup on clients who are not in compliance with our Terms and Conditions or Policies.
- Additives or dispersants used in the manufacturing of Permanent Makeup Pigments.

### **How to make a claim:**

The IVONNE InkSure™ coverage is in addition to your rights as a consumer. Making a claim for your Permanent Makeup is simple.

Request a form to submit including a photo of your permanent makeup in natural light, without any makeup, together with proof of original purchase of treatment. Sign a declaration that your permanent makeup is authentically IVONNE.

Our specialized provider will conduct a standard consultation and assessment. Note: in our endeavour to provide you with the best service, our staff may also require an independent evaluation by a third-party professional chosen by us.

You will be contacted with an update once an assessment has been completed and we will confirm the outcome.

Your permanent makeup treatment options, including any pigment removal options will then be made available to you from our clinic.

Eligible on new Eyebrow or Lip Tattoo received after April 2, 2023.

Please contact our Client Service Team should you have any queries about the InkSure™ Coverage.

InkSure by IVONNE is subject to the terms and conditions, as well as our policies, all of which can be found on our website at [www.ivonne.ca](http://www.ivonne.ca).

### **Purpose of InkSure Policy**

The purpose of this InkSure policy is to provide you our clients with peace of mind and options in the event that you:

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- 1) Have received a medical diagnosis requiring pigment removal; or
- 2) Have received pigment that is the subject of a consumer-level recall.

The spirit of this policy is to provide a practical resolution to removal options while supporting IVONNE's operational capabilities to do so. All eligible claims will be processed in the order that they are received, and removals will be evaluated in priority order and by severity.

IVONNE reserves the right to assign or outsource any eligible claims for pigment removal to another clinic. IVONNE reserves the right to modify its terms, make any changes, or to cancel the InkSure program at any time, and without notice.

### **FAQs**

#### **What is InkSure™?**

InkSure™ is an exclusive coverage program offered only at IVONNE that guarantees the declaration and safety of the ingredients in the pigments that we use in the implementation of our permanent makeup treatments for eyebrows. This coverage provides peace of mind about removing ink from your body.

#### **Why Do I Need InkSure™?**

IVONNE carefully selects its permanent makeup pigments from qualified suppliers. Cosmetics such as permanent makeup pigments are vulnerable to diversion, counterfeit, and even tampering. InkSure™ coverage ensures that our clients are protected from harmful or undisclosed ingredients that are not compliant with Canadian regulations, or from unforeseen reactions or medical conditions requiring emergency removal.

#### **How Much Does InkSure™ Cost?**

For a limited time InkSure™ is included with all new initial regularly priced Permanent Makeup treatments at no additional cost.

This is a savings of \$599!

#### **How Do I Enrol in InkSure™ by IVONNE Coverage?**

By checking the InkSure™ "Add-On" to your appointment during the scheduling process you'll be protected from the Coverage Effect date. The Coverage Effective date is the date that you complete and pay for your Permanent Makeup treatment at IVONNE. By checking the "InkSure™" add-on, you agree to have read and understood the Terms and Conditions, and have had an opportunity to ask all questions prior to subscribing to the coverage.

#### **Is InkSure™ Refundable?**

For clients who purchase InkSure™ coverage you can, within 48 hours of purchasing your coverage terminate your coverage, and convert the value into credit towards the purchase of new treatments at IVONNE. Any monies paid are otherwise non-refundable, in accordance with our Refund Policies. To learn more about converting your InkSure™ coverage into credit please contact us.

#### **How Long Does InkSure™ Protect Me For?**

3 years from the Coverage Effective date (usually your last initial priced Permanent Makeup Appointment completed at IVONNE.), provided that the IVONNE clinic possesses a functioning certified laser equipment technology.

#### **What if I have pre-existing Permanent Makeup?**

A: If you have pre-existing permanent makeup from another provider you are not eligible for InkSure coverage.

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A: If you have pre-existing permanent makeup that originated from IVONNE, you will be eligible for InkSure coverage beginning at your next appointment, if you add it to your treatment using the designated “InkSure” add-on during the scheduling workflow. Simply upgrade to InkSure using the add-on options in your appointment.

### **What if the InkSure Add-On was not added or purchased at the time of scheduling?**

If you as the client did not choose the InkSure Add-On at the time of scheduling and pay the required fee at that time then you would not be eligible for InkSure coverage.

### **What is eligible for free removal under InkSure™**

New Eyebrow Tattoo including Microblading or nano brow treatment received at IVONNE after April 2, 2023; or

Freckle tattoo treatment received at IVONNE after April 2, 2023

### **What is not eligible for InkSure™**

- Pre-existing permanent makeup
- Eyeliner tattoo and lip blush
- Any permanent makeup implemented outside of the IVONNE clinic since your original appointment including touch-ups, colour boosts, or new permanent makeup.
- Camouflage tattoo
- Any unpaid or refunded treatments or treatments deemed to be incomplete by either IVONNE or you.
- Clients who are not in compliance with our Terms and Conditions and/or Policies.

### **I have had permanent makeup from IVONNE at some point since 2017, do I qualify for InkSure™ ?**

A: For a limited time only those clients who have received original permanent makeup since September of 2017 by Faces By Ivonne, Ivonne Sanchez Beauty (“IVONNE”) may be eligible to upgrade to InkSure™. To learn more about how to become qualified for coverage please contact us at [reception@ivonne.ca](mailto:reception@ivonne.ca). Eligible clients who enrol and pay the prescribed fee may be added.

### **What options do I have if I am not a client of IVONNE but am concerned about permanent makeup pigments received from another provider?**

If you have received permanent makeup elsewhere and are now experiencing symptoms of chronic intolerance, or you have concerns about the ingredients used in your permanent makeup then you may want to consider removal. Please contact us today to discuss your options.

### **How would I know if my permanent makeup pigments are impacted by a safety issue?**

IVONNE has agreements with its suppliers and manufacturers such that it can be contacted in case of safety issues. Separately, for select pigments, IVONNE has its products registered with Health Canada directly. Should IVONNE be notified of a consumer level recall citing specific batches that involve the client we will be in contact with you through the information that we have on file. Please be sure to remain subscribed to our marketing communication, and update your contact details with our office each year (or upon any changes). In the event of a recall we will make only reasonable attempts to contact you via email.

### **How can I ensure that I am subscribed to your marketing communication?**

Clients may subscribe to our communication using any form found on our website, or by emailing us at [reception@ivonne.ca](mailto:reception@ivonne.ca) and making a request to be added. Be sure to choose “confirm” if prompted.

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### **What if I am eligible to receive removal under the InkSure policy but I don't want laser removal?**

If you are eligible to receive removal under the policy, or you have been notified of an undeclared or unsafe ingredient, then InkSure™ allows you to receive laser removal treatments only. The coverage is non-transferrable and cannot otherwise be substituted, credited or transferred.

### **How do I download a copy of my InkSure™ coverage policy?**

A copy of your policy can be download in your original appointment confirmation email.

### **I'm not an IVONNE client, can I still subscribe to InkSure if I received Permanent Makeup from another provider?**

InkSure™ is offered exclusively by IVONNE and cannot be found at any other provider.

### **I received my Permanent Makeup from another provider who claims to have been trained by IVONNE. Am I eligible for InkSure™ coverage or the related removal benefits?**

InkSure coverage is only eligible for clients who have received Permanent Makeup through Ivonne Sanchez personally. Other persons or clinics are not authorized to perform Permanent Makeup treatments under the IVONNE name, and do not share any benefit to the IVONNE brand including the InkSure™ program.

### **I completed training from IVONNE in an academy program. Are my clients eligible for InkSure™?**

No, InkSure™ is reserved only for partner clinics with active licensing agreements. If you are not sure whether you have an active license agreement please contact us. If you are not sure whether your clinic has an active licensing agreement please contact our Client Service Team at [reception@ivonne.ca](mailto:reception@ivonne.ca).

### **My Medical Clinic Offers IVONNE® Permanent Makeup Treatments. Can my clients benefit from InkSure™ ?**

Licensees may be eligible to enrol in the InkSure™ program. Speak with your Clinic Success Manager today to learn more.

### **What Regions Is "InkSure™" Available In?**

InkSure™ is only available in Ontario, Canada.

### **Does InkSure™ guarantee the performance of my pigment?**

No, InkSure does not make any guarantees about how long your pigment will last, or your personal satisfaction.

### **What Is The Timeline For Pigment Removal?**

Should you require pigment removal, we will establish a treatment schedule that is both feasible and efficient. At IVONNE, we prioritize meeting the specific removal needs of our clients while efficiently managing our overall appointment calendar to ensure seamless business operations.

## **Terminology**

### **“Coverage Effective Date”**

Is the date on which you have received and completed your Permanent Makeup appointment and have paid your appointment and coverage fees in full.

“Safe” within the context of this coverage means pigments that do not contain prohibited ingredients as identified on the Health Canada “Hot List”; and pigments that do not contain undeclared restricted ingredients as defined by Health Canada.

“Pigments” means cosmetic pigment ingredients alone, and do not relate to the dispersions or additives used in the manufacturer and implementation of permanent makeup pigments at IVONNE.

“Undeclared Ingredient” for the purposes of this guides are ingredients that have not been declared on the manufacturer label.

“Permanent Makeup” for the purposes of this guide relate to eyebrow tattoo procedures, namely microblading, nano brows, (which may be referred to as KRASOTA brows or ELITE brows); and lip contour tattoo; and freckle tattoo.

### **Disclaimer:**

Should you exercise your removal options under your InkSure™ coverage you acknowledge that removal targets only pigments that can be detected by the laser used in our clinic. Removal does not include dispersion or additive ingredients which cannot be removed by laser. This InkSure™ coverage does not include dispersion or additive ingredients, since these are not always guaranteed to be left behind in the body, and cannot be targeted with laser.

By purchasing to InkSure™ coverage you agree that you have read and agreed to the requirements of laser tattoo removal, namely precare/aftercare guides, eligibility, and contraindications. You also agree that certain contraindications may not yet be known and are yet to be discovered between the time of your original permanent makeup treatments and any event requiring removal.

### **Limits**

At all times the value of this coverage and related entitlements shall not exceed \$599.00 CAD.

The InkSure™ program and related appointments are subject to our Terms and Conditions as well as our Policies including our Service Agreement, all of which may be found on our website at [www.ivonne.ca](http://www.ivonne.ca).

In the unlikely event of a mass consumer level recall, or surge in increase due to qualifying criteria, IVONNE has the right to service claims on a best-effort basis, and in such a manner that does not affect the continuity or viability of its business. You agree to work with IVONNE to outline a treatment plan that is reasonable within the context of IVONNE’s collective obligation to its clients, and its commitment to excellence.

There are risks associated with any cosmetic treatment or product, and results are never guaranteed. Not everyone is a candidate for Permanent Makeup or Laser Tattoo Removal.

**Disputes**

If a dispute arises out of, or in connection with our treatments, products, or the Terms of our InkSure program then you agree to meet to pursue resolution through negotiation or other appropriate dispute resolution process before resorting to litigation.

All information exchanged during dispute resolution meetings or any subsequent dispute resolution process, shall be regarded as “without prejudice” communications for the purpose of settlement negotiations and shall be treated as confidential by the parties and their representatives, unless otherwise required by law. However, evidence that is independently admissible or discoverable shall not be rendered inadmissible or non-discoverable by virtue of its use during the dispute resolution process.

**Responsibilities in Disputes Involving Clients Who Are Designated Professionals**

Designated professionals and regulated persons namely healthcare or legal professionals party to this Agreement are held to elevated expectations consistent with their professional training, obligations, and ethics. For example, healthcare professionals have additional responsibilities related to the pursuit and management of treatments. Lawyers have additional responsibilities related to understanding risks when entering into agreements. All such professionals are expected to uphold the standards and principles of their respective fields when dealing with IVONNE.

**Contact Information Regarding InkSure™**

By regular mail:  
IVONNE, Inc.  
0116-320 Queen Street  
Ottawa, ON K1R 5A3

By email:  
[reception@ivonne.ca](mailto:reception@ivonne.ca)

By Phone  
(613) 695-6662

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