

# ANATOMY OF A GIFT CARD

THE QUICK & EASY GUIDE



# FRONT



4

## 1. The gift card value

- Best to show the value of the card to the recipient.

## 2. Type of Gift Card

- If it's seasonal then it's best to indicate it especially if gifting it during Christmas.

## 3. Expiration or Validity

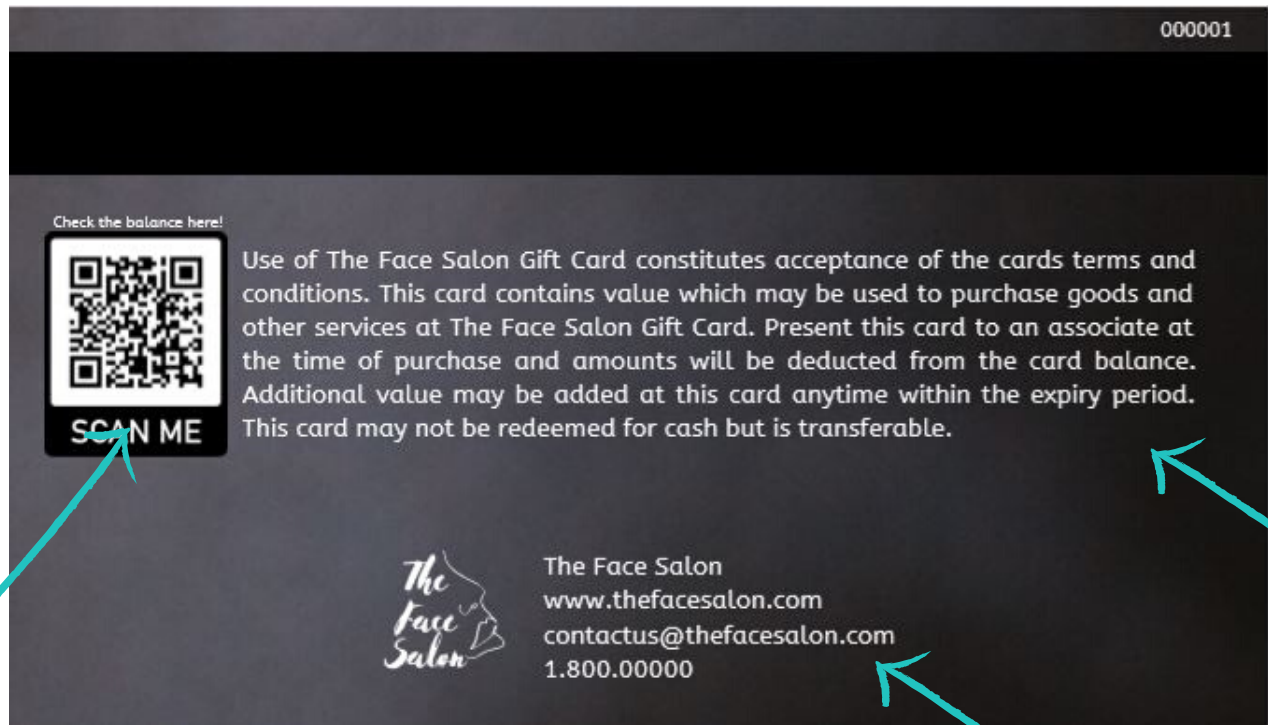
- To inform them how long the card is valid.

## 4. Logo and Company name

- To know where the gift card can be used.

**Disclaimer: This is a sample gift card used for illustration purposes only.**

# BACK



## 1. Terms and Conditions

- This is highly recommended to be placed at the back to let your customers know how it can be used or the limitations of the gift card. It can be short and specific like Non Transferable, Not Redeemable for Cash, Not Refundable or Non Replaceable when Lost or Stolen.

## 2. Logo and Contact Info

- Place your address, contact number, website or email address clearly so they know where to reach you easily. Don't forget your logo again for familiarity.

## 3. QR Logo

- This is like a bar code where they can scan it using their mobile phone and be directed to your website. It can be customized where they can see the gift card balance left, additional T&C's or even what offers are available on your spa or salon. You can check free QR logo makers online.

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# TERMS & CONDITIONS SAMPLES

## Sample 1:

Use of (spa or salon name) Gift Card constitutes acceptance of the cards terms and conditions. This card contains value which may be used to purchase goods and other services at (spa or salon name). Present this card to an associate at the time of purchase and amounts will be deducted from the card balance. Additional value may be added at this card anytime within the expiry period. This card may not be redeemed for cash but is transferable.

## Sample 2:

This (spa or salon name) Gift Card is redeemable for merchandise or services at any branch of (spa or salon name). No replacement once lost or stolen. This card cannot be exchanged for cash unless required by law. We look forward in serving you at (spa or salon name).

## Sample 3:

Thank you for purchasing the (spa or salon name) Gift Card. Just present this at any (spa or salon name) branches in exchange for treatment or products. This card is non transferable to cash or replaced once lost or stolen. If found, please return this card to any (spa or salon name) location.

## Sample 4:

You may use this card for payment when availing any services or purchasing a product at (spa or salon name). This is not a credit/debit card and has no implied warranties. (spa or salon name) will be responsible for lost, stolen, unauthorised use or damaged cards. Any unused value will remain on card and cannot be redeemed for cash.

## Sample 5:

(spa or salon name) Gift Cards are good for all products and services at any branch. Not to be redeemed for cash but can be reloaded. (spa or salon name) will not be responsible for lost or stolen cards. Expired gift cards can be reactivated with a minimal fee.