



Four Seasons Sales & Service Sunless Support



Themes:

- It's Fall Ya'll
- Halloween
- All things pumpkin
- Hunting
- Football



Product Spotlights

- da bomb Glow Bath Bombs
- Primal Elements Bath Bomb – Hangover
- Lipstick Diva
- Hempz Seasonal Moisturizers

Halloween

- Have trick or treat bags with your logo made and hand those out as favors. Great way to get your business name in front of several people.
- Spray, spray, spray! Offer great deals on sunless sprays for the month of October. Nobody wants to be pale in those super cute outfits. Be sure the client posts pics and tags the salon.
- Great time to talk about sunless retail/maintenance products to have ready for those last minute touch-ups. Everything needs to be perfect for those costume parties.

Looking Ahead – start creating content soon!

- Thanksgiving / Black Friday
- Veteran's Day

Days to Remember

Oct 5th : National Do Something Nice Day

- Free moisturizer with Spray Tan this day!
#nationaldosomethingniceday

Oct 9th : National Curves Day

- Embrace, Encourage, Empower. Stop body shaming while encouraging women to embrace all things plus positive. Let those women know that all body sizes can have a spray tan!
#nationalcurvesday #bodypositive #bodyposi #curvybombshell
- Plan ahead for this by doing a photoshoot with some of your plus size spray tan clients.

Oct 12th : National Savings Day

- **Get Social:** Let your clients know how to save by purchasing a spray tan package! Ex: Buy 3, get 1 Free #nationalsavingsday

Oct 21st & 22nd : National Tanning Expo in St. Charles, MO

- Bronze Novice Sunless Certification & Silver Apprentice Sunless Certifications

Halloween– Oct 31st

Don't be scary pale this Halloween!