

Four Seasons Sales & Service

Sunless Support



Days to Remember

Sept 6th: National Lazy Mom's Day

- **Get Social:** Ask for people to nominate a hard-working Mom (or someone like a mother) for a free mobile spray tan, so she can take the day off and you can go to her! #nationallazymomsday

Sept 6th: National Food Bank Day

- Ask your clients to donate non-perishable food items to receive \$5 off their spray tan! #nationalfoodbankday

Sept 12th : National Day of Encouragement

- **Get Social:** Be sure to post some encouraging content on this day! #nationaldayofencouragement

Sept 22nd : National Business Women's Day

- Give yourself and those other boss babes a shout out! #nationalbusinesswomensday #bossbabes

Labor Day – September 2nd

Offer Labor Day specials.

Ex: Buy \$40 in retail product and get a free spray tan.

Themes:

- Labor Day
- Football Kickoff
- Fall
- Back to School



Fall Related Product Spotlights

- Hempz Pumpkin Spice & Chai Vanilla Moisturizer
- Spa Fusion Pumpkin Spice Moisturizer
- Primal Elements Pumpkin Spice Bath Bombs, Face Mask and Sugar Whip
- Hemp Nation Toasted Coconut & Marshmallow Moisturizer & Body Wash



Homecoming / Football Focus

- Advertise for homecoming dance spray tans.
- Plan ahead and do a photoshoot with the high school girls in their dresses after you spray tan them.
- Advertise on the back of the local high school football program.

Looking Ahead – start creating content soon!

- Halloween
- All things Fall
- Book your rooms and register for Fall trade shows www.nationaltanningexpo.com