



Four Seasons Sales & Service Sunless Support 2020

Themes

- Mother's Day
- Memorial Day
- Red/White/Blue
- Graduation / Prom

Product Spotlights

- Bleach Bright Whitening System #21617
 - Lipstick Diva #100100
- Pink Pewter Ribbon Hair Vine #69245
- Pink Pewter Beaded Ponytail # 710118
- Sunstyle Sunless Daily Sunless Extender #45052
 - Ardell Lashes #6751

Days to Remember

Teacher Appreciation week is the first full week in May.

May 5th – National Teacher Appreciation Day:

- Offer a discount for the teachers in your area this week. Promote your Gift Certificates (students can purchase for their teachers).
- Get Social : You could spray tan & feature a different local teacher each day that week.
- Use #teacherappreciationday #nationalteachersday

Memorial Day

May 25th

- Make sure to promote special offers

Mother's Day – May 10th Social Media Competitions

Run a social media competition by having your customers nominate a Mother (or someone like a mother) to win a FREE spray tan. #MothersDay

May 16th – National Armed Forces Day:

- Offer a \$5 discount to all Armed Forces service members. #ArmedForcesDay #America #USA

May 18th – National No Dirty Dishes Day:

- Your clients shouldn't do the dishes after a fresh spray tan anyway, so promote #NoDirtyDishesDay !

May 31st - National Smile Day:

- Post pictures of all of your clients with their big smiles about their spray tans! Promote teeth whitener if you offer it. #nationalsmileday

Prom

- Prepare in advance by doing a photoshoot with your high school clients. Partner up with a dress shop or boutique in your area.
 - Promote spray tan parties

Looking Ahead – start creating content soon!

- End of School / Summer / Vacations / Warm Weather
 - Father's Day

