

August Sunless Support

PRODUCT SPOTLIGHTS

- Sjolie CBD Additive #28522
- Fashion PPE Pouch Kit #43224
- DS Faux Bronzing Gloss #99070
- DC Bronzing Powder #75559
- BodyDrench Mousse Tanner #10783
- Football Bracelet #87059
- Sunless Prep Kit #45062
- Makeup Remover Wipes #5647

FOCUS

- **Back to School**
promote spray tans to teachers & students
- **Football Kick Offs / Cheerleaders**
promote spray tans to your local schools & universities
- **State & County Fairs / Pageants**
put together retail bundles & package discounts on spray tans
- **National Dog Month**
ask clients to bring in donations for animal shelter for \$5 off their spray tan

CONTEST

August 1st : School Supply Drive - ask your clients to donate school supplies & when they bring them in or give them to you then put those clients in a drawing for a free spray tan. Advertise heavily on social media. #schoolsupplydrive #community

DATES TO REMEMBER

- AUG 1ST** **National Sister's Day #NationalSistersDay**
GET SOCIAL: discounted package for 2, bring your sister
- AUG 8TH** **National CBD Day #NationalCBDday**
GET SOCIAL: add CBD drops to your spray tans for free this day
- AUG 16TH** **National Tell A Joke Day #TellaJokeDay**
GET SOCIAL: Post a joke & ask clients to comment with jokes
- AUG 18TH** **National Fajita Day #FajitaDay**
GET SOCIAL: ask clients to comment their fave fajitas
- AUG 21ST** **National Senior Citizens Day #SeniorCitizensDay**
GET SOCIAL: offer a discount to any senior citizen
- AUG 26TH** **National Dog Day #NationalDogDay**
GET SOCIAL: ask clients to comment with pics of their dogs
- AUG 27TH** **National Just Because Day #JustBecauseDay**
GET SOCIAL: offer a discount spray tan, just because...
- AUG 28TH** **National Thoughtful Day #ThoughtfulDay**
GET SOCIAL: send a thoughtful text/email/msg to all your clients
- AUG 31ST** **National Trail Mix Day #TrailMixDay**
GET SOCIAL: give your clients a baggie of trail mix this day!

IDEAS

Back to School Photoshoot:

- Prepare in advance by spray tanning some teachers & students & do a photoshoot in front of the school. Post throughout the month.

Labor Day (Sept 6th):

- Prepare in advance by spray tanning clients and then doing photoshoots at cookouts, etc.

LOOKING AHEAD

prepare for September

- Labor Day
- Homecoming Dance
- Football / Cheer
- Fall