

July Sunless Support

PRODUCT SPOTLIGHTS

- Beach Towel Wave the Flag #76776
- CND Vinylux Nail Polish #6906
- Beach Bag #56587
- AG Botanical SPF 50 #31471
- Straw Visor American Flag #3053
- Star Spangled Bracelet #87043
- Sunstyle Drying Powder #45060
- Sunless Maintenance Kit #45063
- American Babe Cap #4720

FOCUS

- **Fourth of July / Independence Day**
promote spray tans for parties & cookouts
- **Beach / Summer Fun**
promote sunless maintenance kits for traveling
- **Christmas in July**
put together retail bundles & package discounts on spray tans

CONTEST



July 4th: run a social media contest by asking your clients to post pics of themselves in the spray tan that you gave them for the 4th of July at their parties, cookouts, etc. Ask them to tag you / your business page.



DATES TO REMEMBER



- JULY 1ST** **National Nail Polish Day #NationalNailPolishDay**
GET SOCIAL: ask clients to post their favorite polish color
- JULY 3RD** **National Stay Out of the Sun Day**
GET SOCIAL: so come in for a spray tan!
- JULY 4TH** **Independence Day #HappyJuly4th**
GET SOCIAL: Post pics of your photoshoot ----->
- JULY 5TH** **National Bikini Day #NationalBikiniDay**
GET SOCIAL: post pics of your clients you tanned in bikinis with their permission
- JULY 15TH** **National Give Something Away Day**
GET SOCIAL: give away a free spray tan!
- JULY 17TH** **World Emoji Day #WorldEmojiDay**
GET SOCIAL: ask clients to comment in emojis only for the day
- JULY 18TH** **National Ice Cream Day #IceCreamDay**
GET SOCIAL: ask your clients to post their fave ice cream flavor
- JULY 21ST** **National Junk Food Day #NationalJunkFoodDay**
GET SOCIAL: ask clients to comment their fave junk food
- JULY 24TH** **National Cousin's Day #CousinsDay**
BOGO deals or discounted package for 2, bring
GET SOCIAL: your cousin



IDEAS

Photoshoot for July 4th:

- Prepare in advance by spray tanning some clients & doing a photoshoot by the lake, beach, park, cookout for 4th of July.

National Ice Cream Month:

- photoshoot with spray tan clients at Ice Cream Shop!

LOOKING AHEAD

prepare for August

- Back to School
- Monthly Memberships
- HOT
- End of Summer