

# June Sunless Support

## FOCUS

- **Father's Day**  
promote Gift Certificates & advertise products that would make great gifts!
- **Summer & Beach Vacations**  
promote special offers!
- **Weddings**  
put together a "bridal package"
- **Festivals & Concerts**  
photoshoot w/spray tan clients at a concert, post pics to entice for festival goers

## PRODUCT SPOTLIGHTS

- Sunstyle Drying Powder #45060
- Sunless Approved SPF's
- Gibs Alpha Male Beard Oil #051724
- Dermasuri For Beard #10662
- Gibs Biofuel for Beard & Hair #51736
- Hot Wheels Bath Bomb #64133
- Gibs Man Wash #051713
- MineTan Workout Ready Foam #43612

## CONTEST

**June 1st:** run a social media contest by asking your followers to nominate a Father (or someone like a Dad) to win a FREE Spray Tan. Pick a winner the next day and get in contact so that they can schedule their spray tan before Father's Day or it can be given as a gift. Do not announce winner yet, but post a pic of them on June 20th with their spray tan or the gift being given.

## DATES TO REMEMBER

- JUNE 1ST National Nail Polish Day #NationalNailPolishDay**  
GET SOCIAL: ask clients to post their favorite polish color
- JUNE 8TH National Best Friends Day #BestFriendsDay**  
GET SOCIAL: clients bring best friend, give discount pricing for 2
- JUNE 14TH Flag Day #FlagDay**  
GET SOCIAL: Post pics of your photoshoot ----->
- JUNE 15TH National Smile Power Day #SmilePowerDay**  
GET SOCIAL: ask your clients to post pics of them smiling
- JUNE 18TH National Splurge Day #SplurgeDay**  
GET SOCIAL: encourage ppl to splurge & get spray tan
- JUNE 20TH Father's Day #HappyFathersDay**  
GET SOCIAL: ask clients to post pics of their father/father figures
- JUNE 21ST National Selfie #NationalSelfieDay**  
GET SOCIAL: ask your clients to post selfies of them spray tanned
- JUNE 23RD National Hydration Day #NationalHydrationDay**  
GET SOCIAL: remind clients that hydrating will make their spray tans last longer and look better
- JUNE 30TH National Social Media Day #SocialMediaDay**  
GET SOCIAL: send a text/email/msg ask all clients to follow you on your social media accounts

## IDEAS

### Local Gym:

- Visit local gyms & promote spray tans for men

### Flag Day Photoshoot:

- Prepare in advance by spray tanning some clients & doing a photoshoot in front of or with a flag.

## LOOKING AHEAD

### prepare for July

- Fourth of July
- Summer / Vacations
- Get to know customers
- Warm Weather!