

May Sunless Support

FOCUS

- **Mother's Day**
promote Gift Certificates & advertise products that would make great gifts!
- **Memorial Day**
promote special offers!
- **Prom**
promote available dates for bookings
- **Graduation**
promote limited availability with a sense of urgency to get early bookings

PRODUCT SPOTLIGHTS

- Bleach Bright Teeth Whitening #21617
- Pink Pewter Ribbon Hair Vine #69245
- Pink Pewter Beaded Ponytail # 710118
- Sunstyle Daily Sunless Extender #45052
- Magnetic Demi Lashes w/Liner #36851
- Motherhood TShirt #7740, 7741, 7743
- Phone Ring Holder #7398
- MineTan Caramel Self Tan Foam #43606

CONTEST

May 1st: run a social media contest by asking your followers who are Mothers to post a pic of their kids/pets (or others can nominate a Mother) 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 Mother's Day or it can be given as a gift. Do not announce winner yet, but post a pic of them on May 9th with their spray tan or the gift being given.

DATES TO REMEMBER

- MAY 2ND**
GET SOCIAL: **National Brothers & Sisters Day**
ask clients to post pics of siblings
- MAY 4TH**
GET SOCIAL: **National Teacher Day #NationalTeachersDay**
host a contest for free Spray Tan for a teacher
- MAY 5TH**
GET SOCIAL: **Cinco de Mayo #CincodeMayo**
ask your clients to share their Mexican heritage post pics of those clients you have spray tanned
- MAY 6TH**
GET SOCIAL: **National Nurses Day #NationalNursesDay**
give nurses a shout out & do a contest post pics of nurses you have spray tanned
- MAY 9TH**
GET SOCIAL: **Mother's Day #HappyMothersDay**
post a pic of the winner of your Mother's Day contest with their spray tan
- MAY 15TH**
GET SOCIAL: **National Armed Forces Day #ArmedForces**
\$5 discount to all Armed Forces service members
- MAY 18TH**
GET SOCIAL: **National No Dirty Dishes Day**
promote proper maintenance instructions (don't do the dishes after a fresh spray tan)
- MAY 18TH**
GET SOCIAL: **National Wine Day #NationalWineDay**
ask your clients to comment with their favorite wine flavor
- MAY 20TH**
GET SOCIAL: **National Rescue Dog Day #NationalRescueDogDay**
ask clients to donate a bag of dog food for \$5 off their spray tan; post pics of what you collected
- MAY 31ST**
GET SOCIAL: **Memorial Day #HappyMemorialDay**
ask clients to pay tribute in remembrance of service members by posting pics

IDEAS

GRADUATION & PROM:

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

LOOKING AHEAD

prepare for June

- Father's Day
- Summer
- Beach Vacations
- Hot Summer Nights
- Weddings
- Festivals