

# October Sunless Support

## FOCUS

- **Breast Cancer Awareness Month**  
ask clients to share their stories  
wear & decorate with pink  
host a raffle or fundraiser
- **Halloween**  
#1 time for spray tans!
- **Fall Festivals**  
promote spray tans to teachers & students

## PRODUCT SPOTLIGHTS

- Body Stickers Support Ribbon #92333
- Face Mask Halloween #9466
- Face Mask Ghost #9456
- Face Mask Kids Halloween #9455
- Ardell Magnetic Lashes #36850
- Sjolie Shimmer Additive #28516
- Bath Bomb Ghoul Friend #50999
- Daily Sunless Extender #45022

## CONTEST

**Oct 1st :** raffle off some spray tans or retail items on social media & donate proceeds to Breast Cancer Awareness

## DATES TO REMEMBER

- OCT 1ST** **National Homemade Cookies Day #CookiesDay**  
GET SOCIAL: make cookies for all your clients!  
post on social asking for fave recipes!
- OCT 6TH** **National Plus Size Appreciation Day**  
GET SOCIAL: EMBRACE, ENCOURAGE, EMPOWER. ----->
- OCT 12TH** **National Savings Day #NationalSavingsDay**  
GET SOCIAL: Let your clients know how to save by purchasing a spray tan package! Ex: Buy 3, get 1 Free
- OCT 13TH** **National Curves Day #NationalCurvesDay**  
GET SOCIAL: Embrace, Encourage, Empower. Post pics ---->
- OCT 21ST** **National Get to Know Your Customers Day**  
GET SOCIAL: make posts throughout the day asking clients different questions
- OCT 26TH** **National Pumpkin Day #NationalPumpkinDay**  
GET SOCIAL: post a pic of a pumpkin & you won't look like this with my spray tan
- OCT 29TH** **National Cat Day #CatDay**  
GET SOCIAL: ask clients to comment with pics of their cats
- OCT 30TH** **National Trick or Treat Day #TrickorTreat**  
GET SOCIAL: give out candy bags with your logo or business card in them
- OCT 31ST** **Halloween #HappyHalloween**  
GET SOCIAL: Nobody wants to be pale in those super cute outfits. Be sure the client posts pics and tag you!

## IDEAS

### Adopt a Shelter Dog Month:

- Plan ahead for this by doing spray tans & then go up to the shelter & do photoshoot with the dogs.

### Curves & Plus Size Day:

- Plan ahead for this by doing spray tans and a photoshoot with some of your curvy clients. Let those women know that all body sizes can have a spray tan! #bodypositive

## LOOKING AHEAD

### prepare for November

- Thanksgiving
- Black Friday
- Veteran's Day