



## PRODUCT SPOTLIGHTS

- Pumpkin Spice Bracelet #87231
- CT Baked Bronzer #21866
- Sugar Whip Pumpkin Spice #50908
- CT Glow Extender #21867
- Pumpkin Spice Bath Bomb #50916
- PT Cheerleader Bronze #83078
- Pumpkin Spice Moisturizer #77624
- Norvell Shimmer Mist #402769

## FOCUS

- **Labor Day**  
promote spray tans to teachers & students
- **Homecoming Dances**  
promote spray tans to your local schools & universities
- **Fall**  
put together retail bundles & package discounts on spray tans

## CONTEST

**Sept 1st :** post a contest asking clients to nominate a student for a FREE spray tan for Homecoming!  
#Homecoming #HomecomingDance

## DATES TO REMEMBER

- SEPT 3RD** **National Lazy Mom's Day #LazyMomsDay**  
GET SOCIAL: mobile tanners promote that you can go to those mom's so they can be lazy
- SEPT 3RD** **National College Colors Day #CollegeColorsDay**  
GET SOCIAL: ask clients to comment their college colors
- SEPT 4TH** **National Beard Day #NationalBeardDay**  
GET SOCIAL: Promote that guys get spray tans too, ask guys to post pics of the beards they are proud of
- SEPT 6TH** **Labor Day #HappyLaborDay**  
GET SOCIAL: ask clients to post pics of their tans at cookouts
- SEPT 12TH** **National Grandparent's Day #GrandparentsDay**  
GET SOCIAL: ask clients to comment with pics of grandparents
- SEPT 19TH** **National Wife Appreciation Day**  
GET SOCIAL: promote to men to purchase GC for wife!
- SEPT 22ND** **National Girl's Night #GirlsNight**  
GET SOCIAL: girl's night out/in spray tan parties!
- SEPT 25TH** **National Daughter's Day #DaughtersDay**  
GET SOCIAL: ask clients to comment with pics of daughters
- SEPT 29** **National Women's Health Day #WomensHealth**  
GET SOCIAL: promote benefits of spray tans for women

## IDEAS

### Labor Day (Sept 6th):

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

### Homecoming Dances:

- Prepare in advance by spray tanning some students & then do a photoshoot with them in a homecoming dress.

## LOOKING AHEAD

### prepare for October

- Halloween
- All Things Fall
- Pumpkin