

August Sunless Support

FOCUS

Back to School

- Plan ahead to do a photo shoot with your high school clients. Post these through out the month. *#backtoschool*

Host a School Supply Drive

- Partner with a local elementary school & have clients donate school supplies for a free tan or discount on services.

DATES TO REMEMBER

August 1st

National Girlfriend's Day

Host a girl's day out event at your salon.
#nationalgirlfriendsday

August 5th

National Work Like a Dog Day

Make a video about your average work day.
#WorkLikeADogDay #CelebrateEveryday

August 7th

National Sisters Day

Ask your clients to post pics of themselves and their sisters in the comments to enter for a drawing for a retail product or discount spray tan. Run 2 for 1 specials all day.
#nationalsistersday

August 8th

National Dollar Day

Provide \$1 spray tans or \$1 off spray tans. Another option would be to sell a retail product for \$1.
#nationaldollarday

August 10th

National Lazy Day

Spotlight all things relaxing about your services. Showcase facial care products for a delightful at home facial. Offer specials for all services.
#nationallazyday

August 16th

National Tell a Joke Day

Post a joke on social media and ask clients to post their own. *#TellAJokeDay*

August 22nd

Be an Angel Day

Pick random clients for free stuff, ask clients if they would like to pay it forward, & have clients describe what their angels did for them. *#nationalbeanangelday*

PRODUCT SPOTLIGHTS

Lunar Simple Modern Bottle #5045
Minetan Caramel Self Tan Foam #43606
Sjolie Restore CBD Concentrate #28522
Sunstyle Instant Bronzing Mist #45025
BTan You Glow Girl Face Mist #43702
PE Sea Clay Face Mask #50936

THEMES

Back to School

End of Summer & State Fairs

Football kickoffs

Labor Day Promos

IDEAS

5 Days of Sun

Man Up Monday

- Half off for guys

Two Tan

Tuesday - Buy 1

spray get 1 free

Woman Crush

Wednesday - half

off for ladies

Thirsty

Thursdays - offer

a free beverage

to your clients

Fun Tan Friday -

Free spray tan

with the pur-

chase of any

prep/

maintenance.

LOOKING AHEAD

Start Creating Content Now!

- Labor Day
- Homecoming/
Football/Cheer
- Fall