

# December Sunless Support

## Product Spotlights

- 4351 Kitsch Holiday Scrunchie 5 Pack-Cozy Cocoa
- 50968 Primal Elements Bath Bomb- Holiday
- 50969 Primal Elements Sugar Whip- Holiday
- 64155 DA Bomb Holiday 2-Pack: Hope/Joy 3.5 oz
- 64156 DA Bomb Holiday 2-Pack: Peace/Love 3.5 oz

## Themes

Red, White, Silver, Gold, Green  
Snow related themes  
All things Christmas, Hanukkah  
Gift Bundles / Gift Cards

## Focus

Holiday Parties : "I'm dreaming of a Bronze Christmas"

- Christmas parties and NYE parties are just around the corner so marketing all services with specials that help a client look their best. Offer sunless, red light, spa or salon services.

## Days to Remember

- Dec. 5th **National Bathtub Party Day –**
  - Promote Bath Bombs!
- Dec. 8th **Pretend to be a Time Traveler Day**
  - Yes, I know this one sounds a little unorthodox, but stay with me here. Get Social: Post your throwback in time pics from your first spray tans! Use #pretendtobeatimetravelerday
- Dec. 9th **National SalesPerson Day**
  - Don't forget to call your FS Sales Account Manager this day
- Dec. 13th **National Guard Birthday**
  - Promote discounted spray tans to all members of the National Guard.
- Dec. 17th **National Ugly Christmas Sweater Day**
  - You & your staff wear your ugly sweaters and post to social media
- Dec. 24th **Christmas Eve**
- Dec. 25th **Christmas Day**
- Dec. 28th **Card Playing Day**
  - Let clients play cards against the "house" for prizes. For those gamblers, play Blackjack against the client, if they win, they get their choice of great prizes.
  - Some other games to play would be guess which one is higher or lower or pick a card (have prizes associated with suits or #'s).
- Dec. 29th **National Tick Tock Day**
  - Do a TikTok about spray tanning!
- Dec. 31st **Plan in advance and promote those New Year's Eve spray tans!**

## Marketing Idea

- Put together on-the-go mini sets of products for them to have while out enjoying the holidays. Anything from a hand cream to lip gloss to sunless spray could go in the sets. Gift Cards/Gift Certificates. 12 Days of Christmas.
- Offer to host a "Friends-mas" spray tan get-together party. Discount offered for 5 or more friends. Could do this mobile or in-salon.

## Looking Ahead -start creating content now!

- Review your business for the new year!