

February Sunless Support

Themes

Groundhog Day
Love / Valentine's Day
We Love Our Customers
Engagements/ Weddings

Marketing Ideas

- **Winter Events** - These events provide the perfect opportunity to promote your spray tans!
- **Holiday Parties, Fitness & Dance Competitions, Sorority Events, Valentine's Dances**
 - Promote half-price upper-body tans for holiday parties. Once they are hooked on this they will keep coming back for full body sprays!

Looking Ahead- start creating content now!

- **BUSY SEASON!**
- St. Patrick's Day
- March Madness
 - Spring Cleaning

Product Spotlights

43673	B.Tan It's Love.A Daily Moisturizer 6.7 oz.
43596	B.Tan Love at First Tan Self Tan Mousse 6.7 oz.
45052	Sunstyle Daily Sunless Extender 3.4 oz.
50922	PE Bath Bomb-Hearts
92050	Body Stickers Small Heart 1000 Count Roll

Days to Remember

- **February 4 - National Hemp Day** - push products/moisturizers containing hemp #nationalhemppday
- **February 11-National Make a Friend Day** Make a New Friend by offering a discount to new customers on this day. Social: Send your clients invites to like your social media pages #NationalMakeAFriendDay
- **February 13 - National Galentine's Day** - a day for women to celebrate their friendships with their lady friends. It's Valentine's Day with your gals. Offer BOGO half off spray tans for friends to book together! #GalentinesDay
- **February 14 - Valentine's Day**
Social: Show your customer's some love by featuring them on your social media pages. #valentinesday
- **February 17 - Random Acts of Kindness Day** - Offer a free spray tan for the 5th person that sets an appointment with you that day. Social: Visit your clients' social pages and tell them how much you appreciate them.