

January Sunless Support

PRODUCT SPOTLIGHTS

PE Bath bomb Hangover #50962
Sjolie Body Renew Moisturizer #258553
Sjolie Additive Restore CBD #28522
South Seas Moorea Moisturizer #86362
Norvell Amplify PH Spray #99855
PE Bath bomb Peppermint Cocoa #50918
Sunstyle Intense Daily Moisturizer #45055

THEMES

New Year, New Beginnings

All things winter

MARKETING

Did that work or no ? Look back to last year to see what worked & what didn't. Spend some time on your marketing & promotions plan & change it up, if needed!

DATES TO REMEMBER

- Jan 1st. New Years Day**
Post Pics of clients that you sprayed for the holiday.
- Jan. 4th Trivia Day**
Post some trivia about spray tanning and ask for customer replies.
- Jan. 8th National Winter Skin Relief Day**
Focus on Hydration. With winter being so harsh to delicate skin, concentrate on sunless tan extenders & moisturizers. Ex. Sunstyle Intense Daily Moisturizer. Feature your tan extending moisturizers on your social pages. *#skincare #winterskinrelief*
- Jan. 19th National Popcorn Day**
Offer free popcorn to your clients today and share.
- Jan. 20th National get to know your Customers Day**
On this special day, tell customers how you started your business. Share with them mistakes you made, how your product or service has evolved, and provide tidbits about what it's like owning a business. By getting to know you better, you develop a personal connection with customers. Ask them about themselves. *#GetToKnowYourCustomersDay*
- Jan. 24th National Compliment Day**
Jan. 25th National Plan a Vacation Day
Remind customers to get that spray tan before their vacay. Ask about their vacay plans.
- Jan. 31st National Hot Chocolate Day**
Offer free hot cocoa to your clients today.

IDEAS

New Year, New Idea

Bring in clothing, jewelry and accessories into your salon for those New Years Party goers.

LOOKING AHEAD

Prepare for February.

- Valentine's Day
- Mardi Gras
- Busy Season!