

# July Sunless Support

## PRODUCT SPOTLIGHTS

Sunstyle Drying Power Spray #45060  
Faux Leather Flag Earrings #7091  
Body Stickers Smiley Face #92057  
Pink/Silver Elephant Beach Bag #86562  
Tie Dye Beach Towel Tote Bag #4612  
AG Botanical SPF 50 Tinted Face #31637

## FOCUS

Fourth of July

- Plan ahead for an all American photo shoot with spray tans.

## THEMES

*Independence Day*

*Summer Fun/Beach/Dog Days of Summer*

*Red White & Blue*

*Christmas in July*

## DATES TO REMEMBER

July 5th

### **National Bikini Day**

Plan ahead by doing a photo shoot with your spray tan clients in their bikinis.

*#nationalbikiniday*

July 11th

### **All American Pet Photo Day**

Ask clients to post a photo of their favorite furry friends on your post.

*#allamericanpetphotoday*

July 17th

### **World Emoji Day**

Do a fun social media post where people only comment in emojis for the day. Ask your clients to spray tan with an emoji body sticker to create an emoji spray tan.

*#nationalemojiday*

July 24th

### **Cousins Day**

Book appointments with your cousin for BOGO deals, specials etc. Get Social: Have clients post photos of their favorite cousins and those that participate can win a prize.

*#nationalcousinsday*

July 31st

### **National Mutt Day**

Ask clients to post a pic of their "Mutt" on social media. Run a special for clients that donate dog food or toys.

*#nationalmuttday*

## IDEAS

### **Christmas in July**

Put together retail bundles and package discounts on spray tans.

## LOOKING AHEAD

### **Start Creating Content Now!**

- Back to School
- Monthly Memberships
- End of Summer
- Hot August Blues