

# Sunless Support

**OCTOBER  
2023**

## THEMES!

Breast Cancer Awareness Month  
It's Fall Ya'll / Fall Festivals /  
Homecoming Dances  
Halloween / All things pumpkin  
Hunting  
Football



## HALLOWEEN

SPRAY, SPRAY, SPRAY! OFFER GREAT DEALS ON SUNLESS SPRAYS FOR THE MONTH OF OCTOBER. NOBODY WANTS TO BE PALE IN THOSE SUPER CUTE OUTFITS. BE SURE THE CLIENT POSTS PICS AND TAGS THE SALON.

GREAT TIME TO TALK ABOUT SUNLESS RETAIL/ MAINTENANCE PRODUCTS TO HAVE READY FOR THOSE LAST MINUTE TOUCH-UPS. EVERYTHING NEEDS TO BE PERFECT FOR THOSE COSTUME PARTIES.

## MARKETING MARVELS

Have trick or treat bags with your logo made and hand those out as Halloween favors. Great way to get your business name in front of several people.

## LOOKING AHEAD –START CREATING CONTENT NOW!

Thanksgiving / Black Friday  
Veteran's Day

## PRODUCT SPOTLIGHT



12025



50999



44112



45022

## DAYS TO REMEMBER

**Oct 1st: National Homemade Cookies Day #cookiesday**

Make cookies for all your clients

Get Social: Post on social media asking for fave recipes

**Oct 5th : National Do Something Nice Day**

Free moisturizer with Spray Tan this day!

**#nationaldosomethingniceday**

**Oct 6th : World Smile Day**

Get Social: flood your social media with pics of your spray tan customers smiling **#worldsmileday**

**Oct 12th : National Curves Day**

Embrace, Encourage, Empower. Let women know that all body sizes can have a spray tan! **#nationalcurvesday**

Plan ahead for this by doing a photoshoot with some of your plus size spray tan clients.

**Oct 12th : National Savings Day**

Get Social: Let your clients know how to save by purchasing a spray tan package! Ex: Buy 3, get 1 Free **#nationalsavingsday**

**Oct 19th: National Get to Know Your Customers Day**

Make posts throughout the day asking clients different questions

**Oct 26: National Pumpkin Day**

Post a pic of a pumpkin & say "you won't look like this with our spray tans"

**Oct 28th: National Trick or Treat Day**

Give out candy bags with your logo or business cards in them

**Oct 31st: Halloween #HappyHalloween**

Promote your spray tan services early for this day!