



October Sunless Support

Product Spotlights

- 43701 B.Tan Too Tan To Give A Damn Mousse 6.7 oz
- 45022 Sunstyle Daily Sunless Extender 8 oz
- 50999 Primal Elements Bath Bomb-Ghoul Friend
- 62402 Ardell Big Beautiful Lashes-Poppin
- 99071 Designer Skin Faux Natural Bronzing Gloss Pkt. 0.5 oz

Themes

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

Focus

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.

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. 7th 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.** Stop body shaming while encouraging women to embrace all things plus positive. Let those women know that all body sizes can have a spray tan! #nationalcurvesday #bodypositive #bodyposi #curvybombshell
 - Plan ahead for this by doing a photoshoot with some of your plus size spray tan clients.
- Oct. 12th National Savings Day
 - Get Social: Be sure to post some encouraging content on this day!
#nationaldayofencouragement
- Oct. 24th-25th National Tanning Expo in Nashville, TN
 - Bronze Novice Sunless Certification
- Oct. 31st Halloween #HappyHalloween
 - Promote your spray tan services early for this day!

Marketing Idea

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

