

September Sunless Support

Product Spotlights

- 21866 California Tan Custom Baked Bronzer Step 3.28 OZ
- 45055 Sunstyle Intense Daily Moist 8OZ
- 50908 PE Sugar Whip-Pumpkin Spice
- 50916 PE Bath Bomb-Pumpkin Spice
- 83077 Pro Tan Cheerleader Bronze Competition Color Sunless Spray 6 OZ
- 51716B GIBS Alpha Male Beard Oil

Themes

Labor Day
Football Kickoff
Fall

Focus

- Homecoming / Football
- Advertise for homecoming dance spray tans.
- Plan ahead and do a photoshoot with the high school girls in their dresses after you spray tan them.
- Advertise on the back of the local high school football program.

Days to Remember

- Sept. 2nd **National Lazy Mom's Day**
■ Get Social: Ask for people to nominate a hard-working Mom (or someone like a mother) for a free mobile spray tan, so she can take the day off and you can go to her! **#nationallazymomsday**
National Food Bank Day
■ Ask your clients to donate non-perishable food items to receive \$5 off their spray tan! **#nationalfoodbankday**
- Sept. 3rd **World Beard Day**
■ Promote that men get spray tans too, ask guys to post pics of the beards they are proud of, post pics of men you have spray tanned
#worldbeardday
- Sept. 5th **Labor Day**
■ Promote your spray tans in advance for this holiday **#LaborDay**
- Sept. 12th **National Day of Encouragement**
■ Get Social: Be sure to post some encouraging content on this day!
#nationaldayofencouragement
- Sept. 22nd **American Business Women's Day**
■ Give yourself and those other boss babes a shout out!
#nationalbusinesswomensday #bossbabes
National Girls' Night
■ Promote spray tan parties for girl's night **#nationalgirlsnight**

Marketing Idea

Labor Day –Sept. 5th
Offer Labor Day specials.
Ex: Buy \$40 in retail product and get a free spray tan.

Looking Ahead –start creating content now!

- Halloween
- All things Fall
- Book your rooms and register for Fall trade shows
www.nationaltanningexpo.com