

ATTENTION | HOLIDAY TO RETAIL | 2017

‘TIS THE SEASON TO BE RETAIL READY!

Boost your profits this holiday by implementing these six ideas from Xtreme Lashes[®] CEO and Co-Founder, Jo Mousselli RN. Print this checklist and keep it visible in your salon as you work through completing each one. Happy Retailing!

- Stock up on Xtreme Lashes retail products** to be ready for holiday shoppers. Keep an eye out for our big seasonal sale emails and weekly promotions in our newsletters.
- Create a Gifting Station** in your salon with new releases and best-sellers such as Lash Densifying™ Liquid Liner, Amplifeye[®] Advanced, GlideLiner[®] Long Lasting Eye Pencil, and Lashista[®] Deluxe Collection to remind your clients that these make great gifts or stocking stuffers. Recipients of these gifts may become your future lash and retail clients too!
- Organize, display and demo** your retail products using Xtreme Lashes Brochures, Table Top Posters, Banners, and Tester Displays.
- Run limited-time specials** such as Gifts with Purchase or Buy-One-Get-One to make Xtreme Lashes retail an easy choice for clients who have several Lashistas to shop for during the holidays.
- Set up a Referral Program** for your clients. Reward clients with a discount or free retail when he/she refers her friends and family to your salon.
- Please comply with our Minimum Advertised Price (MAP)** when running discount promotions to help maintain our premium positioning in the market.



SHARE YOUR FUN HOLIDAY IMAGES WITH US!

We'd love to see how you're enriching lives with lashes this holiday season. Share your decorated salon, your team spirit, or your lovely clients with hashtag **#XTREMEHOLIDAY2017** on Facebook, Twitter, or Instagram.