

SEASON OF WONDER | HOLIDAY 2018

Transform your lash studio into a gift shopping destination

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



1. **Stock up on Xtreme Lashes retail products** to be ready for holiday shoppers. Keep an eye out for our holiday retail-focused promotional sales delivered to you via text and weekly newsletters.



2. **Start promoting retail gifts starting in early November** so clients can incorporate purchasing gifts from you. Regularly advertise Xtreme Lashes retail through your social media page, website, or even email blast. Lastly, early November is also a good time to prep your Lash Studio with festive decorations and music to get clients in a gift-shopping mood.



3. **Create a Gifting Station** in your Lash Studio with best-sellers such as Lash Densifying[™] Liquid Eyeliner, Amplifeye[®] Advanced Lash & Brow Fortifier, 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 are likely to become future lash extensions clients for you!



4. **Organize, display, and demo** your retail products alongside Xtreme Lashes Brochures, Table Top Posters, Banners, and Tester Displays to help your retail products sell themselves.



5. **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.



6. **Offer your eyelash extension clients free Aftercare products** as holiday gifts to show your appreciation for them. When they use these Aftercare products, they will continue to purchase them from you after the holidays.



7. **Set up a Referral Program** for your clients. Reward clients with a discount or free retail when he/she refers friends and family to your Lash Studio.



8. **Please comply with our Minimum Advertised Price (MAP)** when running discount promotions to help maintain our premium positioning in the market. Read our MAP Guidelines at XTREMELASHES.COM/PRICING

Share your images & get featured

We'd love to see how you're enriching lives with lashes this holiday season! Post images of your decorated Lash Studio or your holiday lash makeovers to Facebook, Twitter, or Instagram along with hashtag **#XTREMEHOLIDAY2018**, and we'll pick our favorites to repost and feature on our Instagram each week.