



JANUARY 2009

Current Promotions – Zap&Hide™ Promotion

Order Dates: January 5, 2009 – March 27, 2009

Suggested Display Dates: January 19, 2009 – April 10, 2009

Double-duty beauty is, well, a beautiful thing! Like all **jane iredale** products, our winter promotion does much more than leave you with a flawless complexion, it provides healing ingredients in portable packaging for on-the-go touch ups! Zap&Hide™ is an exciting new blemish treatment concealer that's powerful and effective, but gentle enough to be used as often as needed and keeps skin looking fresh and clean all day long. Botanical ingredients like tea tree leaf oil provide antiseptic qualities while lavender oil soothes and calms irritated skin.

- ◆ Acne is a skin condition that afflicts clients of all age ranges. This market lends huge growth potential to your business. Tap into that market with an Evening of Acne Education for all Ages.
- ◆ Take a full-circle approach and analyze acne from the inside out – from the client's diet, skin care products, makeup, environmental conditions, age, hormones and lifestyle.
- ◆ Discuss the different grades of acne and what each patient can do to address the causes. Create a treatment plan and at-home protocol unique to each client's needs.



jane iredale has created a line of pure mineral concealers that feel as smooth as they look. Beneficial botanicals help restore your skin while providing the complete coverage you crave. Concealers so light you'll forget what you're trying to hide.

- ◆ Upon guest arrival, offer a one-on-one skin consultation for each guest:

Ask questions pertaining to:

- Daily activities like exercise and extra curricular activities
- Lifestyle choices, such as smoking and dietary selections
- Medical issues and medications
- Daily skin care routine

- ◆ Go through their cosmetic bag and ask them how long they have had each product. Throw away anything that you think could be a contributor to their condition and offer a 20% discount on **jane iredale** products to replace those that were discarded.

DID YOU KNOW?

60 Million

Americans have active acne. – American Dermatology Association

Understanding the Role Between Skin and Diet

- ◆ According to a recent study published in the *Archives of Dermatology*, the high level of refined carbohydrates and sugar in the typical Western diet may be the reason for up to 95% of a teenager's worsened symptoms of acne.
- ◆ Research has shown that when insulin levels rise, the production of hormones, such as testosterone, increases, aggravating the skin.
- ◆ Drink plenty of water to flush skin cells of impurities and keep skin hydrated.
- ◆ When skin is dry, sebaceous glands go into overdrive to keep it moist, giving us an unsightly sheen. By moisturizing skin (every day) you are protecting your skin and minimizing oil secretion.

- ◆ Invite a dietitian to consult with clients and suggest a nutritional meal plan designed to cleanse the body and rid it of potential toxins as well as offer insight on what type of foods are best for the skin and why.
- ◆ Be sure to place the *Zap&Hide*™ Promotion counter card in key places throughout your business – at the cash wrap, in waiting areas, restrooms and retail areas.
- ◆ Distribute the *Zap&Hide*™ post card to your mailing list with a brief note inviting them to enjoy \$10 of their next **jane iredale** product purchase of \$75 or more.



Because our minerals are concentrated pigment — undiluted by talc — camouflage can be fast and easy. They provide unsurpassed coverage that allows the skin to breathe and function normally, becoming a part of the solution rather than a part of the problem.

Budget Minded

It's no doubt that the economic climate is less than ideal. However, this shouldn't prohibit clients from being able to take part in the benefits of an esthetician's care. Offer a sweepstakes for 1, 2, 3 or 4 people (you decide what fits into your budget) to enter for the chance to receive one year of complimentary treatments and at-home care products if they attend the event and bring a friend. The more friends they bring, the more chances they have to enter the sweeps.

Ask them to agree to documentation of their care through photos, journal entries and the esthetician's comments on progress and any changes in their regimen along the way. You can use this to display on your Web site and in your waiting area as a way to advertise the success of your services and support products.

NOTES:



FEBRUARY 2009

Current Promotion – Winter Promotion

Order Dates January 5, 2009 – March 27, 2009

Suggested Display Dates January 19, 2009 – April 10, 2009

Spring/Summer Color Collection Promotion

Order Dates: February 2, 2009 – March 27, 2009

Suggested Display Dates: February 16, 2009 – April 10, 2009

- ◆ Consult the Lip Service Event from the month of February in the 2007 Event Book installment and incorporate *Just Kissed* and the new *Lip Crayons*.
- ◆ Consult the Mineral Makeup Seminar Event from the month of August in the 2007 Event Book installment.
- ◆ With products introduced to the market everyday claiming to be natural, organic and mineral based, clients are understandably confused. Set the record straight with your clients and show them the Iredale difference! Encourage your clients to be well and well informed.



Increase Your Retail Sales

Use your Point of Purchase displays to garner attention to a new product each month. These small investments pay for themselves with the first purchase!

jane iredale's Just Kissed Lip Plumper uses peptide technology to stimulate collagen production and moisturize lips.



MARCH 2009

Current Promotion: Spring/Summer Color Collection Promotion

Order Dates: February 2, 2009 – March 27, 2009

Suggested Display Dates: February 16, 2009 – April 10, 2009

Warmer weather is on the horizon, and this collection is sure to “cool” you off! More than a few wearable trends were seen on the runways at New York Fashion Week’s spring 2009 shows and **jane iredale** brings some of these looks to your fingertips in the Spring/Summer 2009 color collection.

- ◆ Consult the Spring Fashion Show Event from the month of March in the 2007 Event Book installment and incorporate the new collection for a fresh, new look.



Sample Sale

Start your own product sampling program to be distributed via quarterly mailings or pick ups at your business.

- ◆ Allow clients to sign up for the program for a nominal fee to cover shipping and product costs and administrative fees.

jane iredale's Spring/Summer 2009 Color Collection products could be seen on models in the runway shows of Catherine Holstein and Project Runway alumni, Victoria Hong.

- ◆ This program has several purposes. It will expose your clients to products and brands they may not otherwise have tried and will encourage them to purchase products they try and like.
- ◆ It will also allow the business owner to collect feedback on the products to see what clients like or dislike about products. You may find clients are not using products properly which is why they don't like them.
- ◆ Once you correct that issue, you could see sales skyrocket.

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