



## SPRING/SUMMER 2009

### Current Promotion: *Dot the i™*

Order Dates: Online Ordering May 18 – June 30

All other orders: June 1 – June 30

Spring is in the air! Invite clients to brighten up their beauty routine with hot hues from our *Cool Beauty* collection. Utilize the 30-30-30 program to encourage clients to try something new!

### Spring Cleaning

Just as it's time to rid your home of dust bunnies and lighten up your wardrobe, it's also an ideal time to revitalize your makeup bag. Invite clients to makeover their makeup bag! Consult the Spring Cleaning event from the 2007 Event Book for further details.

- ◆ Ask clients to bring in all of their color cosmetic products from the bathroom, makeup bag, car, purse and any other place she might be keeping them.
- ◆ Place each of the products by category in front of her and be sure to have several makeup artists or trained staff members on hand to work individually with each client.
- ◆ One by one, ask her how long she has owned the product, how often she uses it and if she even likes it. A lot of times you will find that women will hold onto a lipstick they don't even like because they don't want to throw it away!
- ◆ Use your professional opinion to advise whether the product should be discarded and if so, recommend a *jane iredale* product to replace it. Remember, the objective is not to tell her to replace every item in her bag! Make sure to



*These pre-measured, one-time-use eye makeup remover swabs will be your lifesaver for any makeup meltdowns this summer! The botanical formula of **Dot the i™** is gentle, alcohol-free and safe for contact lens wearers.*

compliment her on her good color selections, and show her how to wear some colors that she's unsure about. She will trust your opinion more, and will be more inclined to purchase the items that you strongly recommend.

- ◆ For clients, making a habit out of cleaning out their cosmetic bags will help keep them more up to date with current looks, and it will help keep your product sales up!

### **It's time to celebrate!**

Fifteen years ago, Jane Iredale began to revolutionize the makeup world. With your support, we have enhanced the lives of women and transformed the way people think about makeup throughout the world. To mark this milestone, we will be coordinating special initiatives throughout the year and you should too! Here are a few ideas that you can incorporate to keep the celebration going!

- ◆ On the 15th of any month, offer a 15% savings on *jane iredale* products.
- ◆ Surprise your loyal customers with an extended 15 minutes to their treatment in honor of the celebration. This could also be on the 15th of the month or whenever you choose.
- ◆ Begin a frequent customer program where each customer gets a card and for each service at their visit gets a whole punched out of their card. After the 15th service she gets one complimentary service within the limits you set, ie. not applicable to packages, gift certificates, products, services over \$50.
- ◆ Start a giveaway for the chance to be one of fifteen people to receive a complimentary *jane iredale* makeup application.

CELEBRATING **15** YEARS



*"It's been 15 years of fun, learning and making a difference. It couldn't have been more exciting or rewarding. And I intend to keep the momentum going for the next 15 years. The greatest reward has been the sense of satisfaction I get when customers tell me what a difference our products have made to their lives. The emotion is so genuine that it spurs me on to do more and more."*

**– Jane Iredale**

*Dream Tint* has quickly become a beauty staple year round, but during the hot, humid months of the summer it will be an essential! The oil-free, lightweight, tinted moisturizer helps keep moisture locked in the skin and provides a flawless finish. All that and an SPF 15 to boot! What more could a girl ask for?



## Ladies Who Lunch

Every woman has that one friend she can't ever seem to catch up with – she's busy with work, the kids, always on the go. Start a special program for women in your community to reconnect. Offer lunch time nail services, massage, injectables, makeup applications, blow outs for your client and her friend – all over decadent cuisine. If her friend isn't already a loyal client, offer her a complimentary treatment for referring her friend.

## Summer Skin Clinic

Help your client's ease their skin into summer and host the Summer Skin Clinic from the 2007 Event Book. Reference the July 2007 section for expanded details.

Invite clients in for a one-on-one consultation and lesson on how to use and apply the appropriate products to help control and eliminate shine. This consultation is ideal for anyone concerned with oily skin, longevity of makeup application during summer months, and keeping a soft, matte finish to the skin.

- ◆ Begin with an overall skin consultation and review of current products she is using.
- ◆ Provide a suggested clinical and home care regimen.
- ◆ Make sure skin is clean and moisturized.
- ◆ Use products such as *PurePressed*<sup>®</sup> Base, *Absence*<sup>®</sup> 1, *Absence*<sup>®</sup> 2, *Disappear*<sup>™</sup>, *Zap&Hide*<sup>™</sup>, *Balance* hydration spray, *PureMatte*<sup>™</sup>, *Amazing Matte*<sup>™</sup> Finishing Powder and *Brush-Me Matte*<sup>®</sup> to help cut oil and shine.
- ◆ Continue with the rest of the makeup application, keeping in mind that most women prefer to use fewer products and softer colors in the summer months.

### DID YOU KNOW?

78% of women wish products were made with more natural ingredients.

– *Women's Wear Daily* survey

- ◆ Demonstrate how to complete one side of the face and let her apply the second half.
- ◆ Be sure to show her our *Limited Edition Mini-Matte* so she can help cut shine throughout the day.
- ◆ It's important that when she touches up throughout the day that she uses the finishing powders and blotting papers rather than the mineral powders to avoid wasting and over applying her minerals.

### Ongoing Initiatives

Keep customers coming through your door during the slower summer months with mid-week Spa Parties. This is your opportunity to highlight your newest products and services and increase sales. Offer the parties as often as your budget allows and provide treatment sampling, makeup applications, cocktails and light catering.

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According to a recent ISPA survey "38% of those surveyed in the United States said that **complimentary products or bonus services would motivate them to visit a spa**, while only 12% said an advertised sale would motivate them to visit."

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A recent survey by the Skin Cancer Foundation and iVillage uncovered the following information:

- 53% say they don't look better with a tan
- 63% say they are not more attracted to people who are tan
- 69% do not think a tan makes them look slimmer
- 58% are concerned about skin cancer

Stay protected this summer (and year-round) with our easy to apply *Powder-Me SPF*.



Be sure to maintain an added value to your services each time the client visits. For any hair appointments provide a simple makeup touch up at the end of the service, for body treatments provide a small sample of the product/products used during the service. Not only will the client think more highly of her experience, you will increase her loyalty to your business.