

Chella® revenue potential via product demonstration

We will show you the revenue potential from 4 separate activations:

01. Premium Lash Curl Display - Retail Area.
02. Standard Retail Display - Retail and/or Makeup area
03. Brow Tester Display - Treatment Rooms
04. Pencil/Cream Block Display - Salon service area or where service space is limited.





Set up a chair next to the display and start demonstrating the Mascara and Lash Curler.

activation # 1.

Premium Lash Curl Display In The Retail Area or Front Desk.

THE OPPORTUNITY - Demonstrate how the client can safely curl eyelashes, without damaging, breaking or pulling out their eyelashes. With the potential prep of mascara application.

WILL LEAD TO SALES OF - A Deluxe Heated Eyelash Curler Sale (\$37), Mascara Sale (\$25), combined total sale (\$62). Average sale estimated at \$45+

THE PITCH - "Now that you are checked in for your appointment, would you like to see a little lash magic?" (Typically, we have seen the Customer be very curious) "I am going to show you how to curl your lashes in 10 seconds without crimping, damaging or breaking your lashes with this amazing Heated Eyelash curler." Professional then shows the guest how it is done.

your revenue potential

LASH CURLS PER DAY	35% PURCHASE	SALES PER DAY	REVENUE PER DAY	REVENUE PER MONTH	REVENUE PER YEAR
2.87	35%	1	\$45.00	\$1,170	\$14,040
5.71	35%	2	\$90.00	\$2,340	\$28,080
8.56	35%	3	\$135.00	\$3,510	\$42,120

activation # 2.

Standard Retail Display In The Makeup Or Retail Area.

THE OPPORTUNITY: Perform a Complimentary Brow Fill - At guest check-in, the guest will be presented with a Complimentary Brow Fill Card. The host will explain as part of the spa’s new initiative all guests will receive a “Complimentary Brow Fill” at the end of any qualifying services.

WILL LEAD TO SALES OF - Eyebrow Pencil Sale (\$25), Eyebrow Cream Sale (\$30), Custom Eyebrow Pencil or Cream Kit Sales (\$75 or \$80 respectively). Average sale estimated \$45.

THE PITCH - “As part of our new Enhanced Services, we want you looking and feeling your best before you leave, so we are adding on the Complimentary Brow Fill as a thank you for being our loyal customer. We have heard from others how a filled brow makes them feel more youthful and more complete. If you don’t like it, it’s just makeup and we can take it right off, however we think you are going to love it!”

your revenue potential

BROW FILLS PER DAY	35% PURCHASE	SALES PER DAY	REVENUE PER DAY	REVENUE PER MONTH	REVENUE PER YEAR
2.87	35%	1	\$45.00	\$1,170	\$14,040
5.71	35%	2	\$90.00	\$2,340	\$28,080
8.56	35%	3	\$135.00	\$3,510	\$42,120



Set up a chair next to the display and start demonstrating the Eyebrow Pencil and Cream.

activation # 3.

Brow Tester Display In The Service Rooms.

THE OPPORTUNITY: Perform a Complimentary Brow Fill - At guest check-in, the guest will be presented with a “Complimentary Brow Fill card. The host will explain as part of the Spa’s new initiative all guests will receive a “Complimentary Brow Fill” at the end of any qualifying services.

WILL LEAD TO SALES OF - Eyebrow Pencil Sale (\$25), Eyebrow Cream Sale (\$30), Eyebrow Gel Sale (\$22), Highlighter Sale (\$20), Custom Eyebrow Pencil or Cream Kit Sales, (\$75 or \$80 respectively). Average sale estimated \$45.

THE PITCH - “As part of our new Enhanced Services, we want you looking and feeling your best before you leave, so we are adding on the Complimentary Brow Fill as a thank you for being our loyal customer. We have heard from others how a filled brow makes them feel and look younger. If you don’t like it, its just makeup and we can take it right off, however we think you are going to love it!”



This display provides easy access to all of the products needed to perform a Complimentary Brow Fill or a “How To Brow In 3 Easy Steps”.

your revenue potential

BROW FILLS PER DAY	35% PURCHASE	SALES PER DAY	REVENUE PER DAY	REVENUE PER MONTH	REVENUE PER YEAR
2.87	35%	1	\$45.00	\$1,170	\$14,040
5.71	35%	2	\$90.00	\$2,340	\$28,080
8.56	35%	3	\$135.00	\$3,510	\$42,120

activation # 4.

Pencil or Cream Tester Blocks In The Salon Areas

THE OPPORTUNITY: Perform a Complimentary Brow Fill - At guest check-in, the guest will be presented with a “Complimentary Brow Fill card. The host will explain as part of the Spa’s new initiative all guests will receive a “Complimentary Brow Fill” at the end of any qualifying services.

WILL LEAD TO SALES OF - Eyebrow Pencil Sale (\$25), Eyebrow Cream Sale (\$30), Custom Eyebrow Pencil or Cream Kit Sales, (\$75 or \$80 respectively). Average sale estimated \$45.

THE PITCH - “As part of our new Enhanced Services, we want you looking and feeling your best before you leave, so we are adding on the Complimentary Brow Fill as a thank you for being our loyal customer. We have heard from others how a filled brow makes them feel and look younger. If you don’t like it, its just makeup and we can take it right off, however we think you are going to love it!”.

your revenue potential

BROW FILLS PER DAY	35% PURCHASE	SALES PER DAY	REVENUE PER DAY	REVENUE PER MONTH	REVENUE PER YEAR
2.87	35%	1	\$45.00	\$1,170	\$14,040
5.71	35%	2	\$90.00	\$2,340	\$28,080
8.56	35%	3	\$135.00	\$3,510	\$42,120



These displays provide easy access to all of the products needed to perform a Complimentary Brow Fill.

Chella[®] estimated revenue potential from all 4 activations

# OF SERVICE AREA ACTIVATIONS	SALES PER DAY PER AREA ACTIVATIONS	TOTAL SALES PER DAY - ALL AREA ACTIVATIONS	AVERAGE SALE \$45	REVENUE PER DAY	REVENUE PER MONTH	REVENUE PER YEAR
4	1	4	\$45.00	\$180.00	\$4,680.00	\$56,160.00
4	2	8	\$45.00	\$360.00	\$9,360.00	\$112,320.00
4	3	12	\$45.00	\$540.00	\$14,040.00	\$168,480.00
4	4	16	\$45.00	\$720.00	\$18,720.00	\$224,460.00



assets needed

COMPLIMENTARY BROW FILL CARD

JUST FOR YOU

please enjoy a complimentary brow fill

Your beauty expert will select a color that best matches your hair color & skin tone to create a look that's effortlessly you.



Chella

SHELF TALKERS

ask us about a brow fill

Chella
effortlessly you

© 2023 550016A/00

fresh brows & eyes that match your vibe

When your brows look great, you feel great!
You deserve beautiful brows that match your vibe.

BEFORE AFTER

Chella
effortlessly you

© 2023 550016B/00

deluxe heated eyelash curler

We leveled-up our HLC so you can create your perfect curl. Its dual-sided custom tip and arched comb gives you the control to take your lashes to new heights.

CLEAN • BEAUTY THAT CARES • QUALITY TIME • VEGAN

Chella

ONLY \$37

BEFORE AFTER

PARTNER IN CURT

Chella
effortlessly you

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