

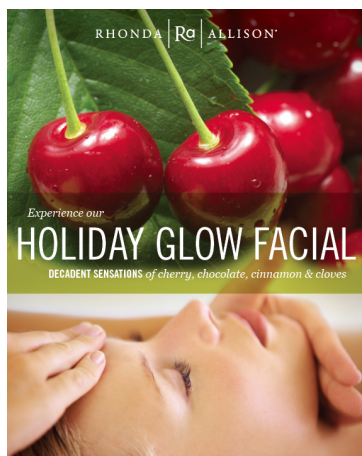
SEASONAL PROGRAM IDEAS

Developing your seasonal program is a great way to change up your client's regimens both in the treatment room and at home!

It is also a great way to ensure your existing clients are coming in for treatments, at the very least seasonally, plus it helps draw new clients into your practice through the use of creative marketing!

General Guidelines to Follow:

- Use fun, festive words that describe the season
- Discuss how the skin is impacted during this season
- Incorporate colorful marketing images to draw attention
- Incorporate your specials – both treatment and home care



SUMMER SKIN CARE

Descriptive Words of the Season

- Fun in the Sun
- Family vacations
- The beach and pool
- Glowing sun-kissed skin
- Sun protection
- Warm, sunny days

Conditions the Skin May Face

- UV damage and the importance of protection
 - Informative piece on importance of wearing sun protection and re-applying
 - Informative piece on products to help heal skin that became burned
 - Informative piece on difference between chemical versus physical sun protectants
- Free Radical Damage
 - Load up on antioxidant support day and night
- Seasonal Focused Home Care Regimen
 - Informative piece on shifting correctives towards more UV friendly
 - Increase in antioxidants and body products

Treatments

- Summer friendly treatments that focus on sun exposure, pigmentation, dehydration, as well as increased oily, congested skin for acne clients
- Treatment Ideas:
 - Tropical Rejuvenator Facial
 - C-Awaken Facial
 - Melanin Suppression Facial
 - Pineapple & Cherry Extract Facial
 - Naturally Soothing
- Incorporate products to boost the benefits of treatments
 - Mandelic Arginine Peel
 - Skin Smoothing Gel
 - Skin Refine Gel
 - Melanin Suppressant Solution
 - Cell Conditioner
- Peels
 - Perform only on clients who are 100% compliant
 - SPF Protection
 - Staying out of the sun
 - Vitamin A Series can be a nice series to offer to strengthen the skin

Marketing/Display

- Focus on RA Seasonal Specials
 - Summer Spa Facial – can be any of the treatments listed above
 - Summer Skin Essentials Kit
 - Summer Trio
- Cucumber Spritz Station
 - Cucumber water
 - Cucumber Spritz
 - On ice - in the cooler
 - In the fans with the water bottles attached
 - Piece on ways to incorporate Cucumber Spritz into summertime activities
- Summer Essentials Display
 - Incorporate the products/kits mentioned above
 - Add some fun, summer-related items – sunglasses, seashells, picture of family on the beach, pool, theme park
- May opt to bring in additional items related to protection and summertime
 - UV protective clothing
 - Hats
 - Sunglasses

AUTUMN SKIN CARE

Descriptive Words of the Season

- Fall leaves
- Back to School
- Cozy sweater weather
- Pumpkin!
- Halloween
- Fall Festivals

Conditions the Skin May Face

- Seasonal Focused Home Care Regimen
 - Great time to incorporate pumpkin products into regimen
- Damage caused from summertime fun
 - Informative piece on the damage caused and what can be done to correct this damage
 - Pigmentation supported products

Treatments

- Treatments focused around loss of hydration, texture changes, pigmentation concerns
- 90 Day Programs
- Treatment Ideas:
 - Pumpkin Refresher Facial
 - Pumpkin Peptide Polish
 - Perk Me Up
 - Baby Boomer Peel
- Peels
 - Great opportunity to market series of peels
 - Start getting skin ready for the holidays!

Marketing/Display

- Pumpkin Time!
 - Informative piece on nourishing benefits of pumpkin
- Focus on RA Seasonal Specials
 - Pumpkin Cleanser
 - Pumpkin Rinse
 - Pumpkin Parfait Enzyme
 - Milk Mask
 - Pumpkin E Serum
- Autumn Essentials Display
 - Incorporate the products/kits mentioned above
 - Pumpkin Time counter card
 - Add some fun, autumn-related items – pumpkins, fall leaves, bowl of apples, cinnamon sticks

WINTER SKIN CARE

Descriptive Words of the Season

- Holidays
- Parties/celebrations
- Gift giving
- Snow flakes
- Skiing vacations
- New Years Resolutions
- Health & Wellness

Conditions the Skin May Face

- Dry, dehydrated, chapped skin
 - Informative piece on nourishing benefits of refined oils – grape seed, omegas, shea butter
- Seasonal Focused Home Care Regimen
 - Great time to incorporate Infuse 7, Drop of Essence, Grape Seed Hydrating Serum
 - Change up correctives depending on winter activities
 - Mandelic Arginine, ChronoPeptide A, SynErgy A
- Dry skin throughout the body
 - Perfect time incorporate RA Nude Body Therapies

Treatments

- Treatments focused on hydration, corrective support, glowing skin
- 90 Day Programs
- Treatment Ideas:
 - Holiday Glow
 - Minus 10 Facial
- Peels
 - Great opportunity to market series of peels
 - Holiday Ready Skin!
 - Progressive Peels for a healthy glow during holiday party time
 - Minus 10 Peel Series

Marketing/Display

- Focus on RA Seasonal Specials
 - Invigorating Workout
 - Antiox ExFusion
- Winter Essentials Display
 - Incorporate the products/kits mentioned above
 - Invigorating Workout Counter Card
 - Add some fun, winter-related items – snowflakes, frosty decorations

SPRING SKIN CARE

Descriptive Words of the Season

- Spring flowers
- April Showers Bring May Flowers
- Spring green
- Freshness in the air
- Spring break

Conditions the Skin May Face

- Seasonal Focused Home Care Regimen
 - Great time to incorporate at home exfoliation – Gentle Jojoba Beads, Buffed, Bamboo Scrub, Derma Peel, Papaya Tangerine Enzyme
 - Change up moisturizers
 - Lighter weight moisturizers as the temperature increases
 - Blushed Wine Gel
 - Moisture Au Lait
 - Amino Peptide Moisturizer

Treatments

- Treatments focused on exfoliation, awakening the skin, radiant complexion
- 90 Day Programs
- Treatment Ideas:
 - Maui Spa Facial
 - Hibiscus Facial
 - 4 Layer Green Restoration Treatment
 - 12 Flower Facial
 - Body Treatments – Maui Body Facial, Upper Body Polish
- Peels
 - Great opportunity to market series of peels
 - Final series to get skin ready for the warmer months

Marketing/Display

- Focus on RA Seasonal Specials
 - 4 Layer Green Restoration Treatment
 - 12 Flower Facial
 - Mother's Day Specials
- Spring Essentials Display
 - Bright, colorful pictures with flowers
 - Fresh flowers throughout business
 - 12 Flowers Counter Card