RefectoCil Intense Brow[n]s

PROFITABILITY CALCULATIONS



Price Overview - Service

Service	Price per Serivce
Lash Tint	\$20 - \$30
Brow & Lash Tint	\$50 - \$80
Brow Lamination & Tint	\$100 - \$120

Profitability Calculation

Please note that the number of application mentioned in these calculations serve as a guidance to illustrate how many applications can be done from one product. Please note that the actual numbers may differ from the applications mentioned in this presentation since it depends on the actual usage of the professional.



BROW INTENSIFYING by RefectoCil

Eyebrow Intensifying Service

Service: ~25-30 minutes Salon Revenue: \$40.00

You can achieve ~15-20* tinting services with ONLY one tube!

- ✓ Additional profit with little effort
- ✓ Increased customer satisfaction
- ✓ Customer loyalty

Salon Purchase Price:

1x Intensifying Primer: \$17.95= ~ 15 - 20 applications1x Base Gel: \$17.95= ~ 15 - 20 applications1x Activator Gel: \$31.95= ~ 15 applications1x Tint remover Intense Brow[n]s: \$32.95 = ~ 60 applications

= Total cost: \$100.80

Cost per service (for salon):

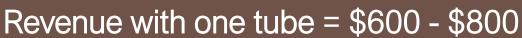
Intensifying Primer: \$1.20

Base Gel: \$1.20

Activator Gel: \$2.13

Tint remover remover Intense Brow[n]s: \$0.55

Total cost for one treatment: \$5.08



Optimize your service by adding Eyecare Pads or Care Balm



BROW INTENSIFYING by RefectoCil

Eyelash Intensifying Service

Service: ~15-20 minutes Salon Revenue: \$20.00

You can achieve ~15-20* tinting services with ONLY one tube!

- ✓ Additional profit with little effort
- ✓ Increased customer satisfaction
- ✓ Customer loyalty

Salon Purchase Price:

1x Intensifying Primer: \$17.95= ~ 15 - 20 applications1x Base Gel: \$17.95= ~ 15 - 20 applications1x Activator Gel: \$31.95= ~ 15 applications1x Tint remover Intense Brow[n]s: \$32.95= ~ 60 applications

= Total cost: \$100.80

Cost per service (for salon):

Intensifying Primer: \$1.20
Base Gel: \$1.20
Activator Gel: \$2.13

Tint remover remover Intense Brow[n]s: \$0.55

Total cost for one treatment: \$5.08



Optimize your service by adding Eyecare Pads or Care Balm



BROW INTENSIFYING by RefectoCil

PROFESSIONAL KIT INTENSE BROW[N]S

Salon Purchase Price:

1 Kit = 60 applications

= Total cost: 329.95€

1 Kit includes:

1x Brow Mapper

2x 15ml Intensifying Primer Medium

2x 15ml Intensifying Primer Strong

1x 15ml Base Gel Ash Brown

1x 15ml Base Gel Chocolate Brown

1x 15ml Base Gel Deep Brown

1x 15ml Base Gel Black Brown

4x 15ml Activator Gel

1x 150ml Tint Remover Intense Browns

2x Cosmetic Brushes

2x Cosmetic Dishes

Service: ~25 – 30 minutes You can achieve ~60 tinting services with ONLY Kit!

Cost per service (for salon): Total cost for one treatment: \$5.50

✓ Perfect tool to start with the Intense Browns

✓ Additional profit with little effort

✓ Increased customer satisfaction

✓ Customer loyalty

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Revenue with one Kit = \$2,400

BROW INTENSIFYING by **RefectoCil**

Brow

Combo: Brow Lamination+ Tint

Service: ~ 60 - 90 minutes

Salon Revenue: \$100

You can achieve ~15-20 tinting services with ONLY one tube!

- ✓ Additional profit with little effort
- ✓ Increased customer satisfaction
- ✓ Customer loyalty

Salon Purchase Price:

1x Brow Lamination Kit: \$129.95 = 15 applications

1x Intensifying Primer: \$17.95 $= \sim 15 - 20$ applications 1x Base Gel: \$17.95 $= \sim 15 - 20$ applications 1x Activator Gel: \$31.95 = ~15 applications

1x Tint remover Intense Brow[n]s: \$32.95 = ~60 applications

= Total cost: \$230.75

Cost per service (for salon):

Brow Lamination: \$8.66 Intensifying Primer: \$1.20 Base Gel: \$1.20

Activator Gel: \$2.13

Tint remover remover Intense Brow[n]s: \$0.55 Total cost for one treatment: \$13.74



Revenue with 1 Kit + one tube = \$1,650

RefectoCil

Overview of the number of applications

1 Primer: ~15 - 20 applications

1 Base Gel: ~15 - 20 applications

1 Activator: ~15 applications

1 Tint remover: ~60 applications

1 Saline Solution: ~60 applications

1 Micellar Eye Make-Up remover: ~60 applications

Care Balm: ~50 applications

Styling Gel: ~60 applications

Booster: ~100 applications ~ (for 3 months if being used once a day)

Skin protection cream: ~80 applications

Brow & Lash Foam: ~40 applications

Overview