

luxury
skincare
BRANDS

FLOW PROTECTING
SKINCARE SALES



**Retain
Clients**

**Protect
Profit**

**Increase
Sales**

Luxurious organic skincare exclusive to you and your customers

How the FLOW Programme works

Luxury Skincare Brands are passionate about protecting your business from online competition.

We ensure you never lose a sale to the high street or online discount stores. Even when your clients have left your clinic, you'll continue

to receive orders from your clients via luxuryskincarebrands.co.uk and you won't need to do a thing! Your clients still have the convenience of shopping online, but the main

benefit is that your clients can purchase the products they had been bought in salon. By stocking our exclusive luxury skincare products, the only way your client will be able to replenish their skincare is directly through you **in-store** or via luxuryskincarebrands.co.uk. We have exclusive distribution rights in the UK, which means our online prices can be protected from discounts and cannot be sold cheaper by another retailer.

With 4 in 5 people shopping online, it's time to **protect your business...**



Don't miss out on a sale again

We know how disheartening it can be when your clients choose to purchase skincare products from online sources, high street shops, or department stores that offer promotions and discounts.

It can feel like your efforts and expertise are undervalued, especially when you're unable to compete with their pricing strategies. However, this can be overcome by partnering with us using our FLOW programme.

Beauty is our duty

We go the extra mile, we'll do all the eCommerce for you - we like to call it the 4 'P's. We **pick**, **pack** and **post** your orders and then we'll send you the **profits**, saving you time, money and the inconvenience of maintaining an online store.

Doing things differently to protect the skincare industry

Long-lasting results for you and your clients

With all our trade customers agreeing not to sell our products online* we can ensure that online discount retailers do not devalue the professional advice and service you give to your customers. You're free to set your own salon prices (we will guide you) and offer in-salon promotions, but safe in the knowledge that your customers won't walk out the door and immediately go online to try and

The Luxury Skincare Brands client portal has been created so that you register your clients using your clinic's unique code. So should they wish to order online (perhaps they can't get into the salon), they can do so via the Luxury Skincare Brands website as if buying from your salon's shelves! All orders are picked and packed and ready for delivery within 48 hours, meaning your client's skincare needs are replenished quickly.

Supporting you and your business

As an account holder, you'll be supported with product and treatment training, as well as regular contact (weekly, monthly, whatever you need!) to ensure you're happy. You'll be provided with a suite of social media imagery and videos which are updated monthly along with product bibles and magazines for reference. We also have stunning POS to enhance your displays.



Care for your clients whilst we care for you and your business!



We were a little nervous of taking on Estime & Sens after years of stocking well-known brands, but there was no need to be. Our clients quickly fell in love. The sublime aromas and textures, the organic ingredients, visible results and the sustainability at the heart of the brand have all been a huge positive in feedback from clients using the E&S homecare. In addition, we have seen a significant increase in our retail sales because our clients can only purchase from us. LSB makes sense!" Cannelle Medispa - Oxfordshire

*Products can be promoted online, but not sold online. Any **Luxury Skincare Brands** trade customers found to be selling online or through an online platform will have their supply agreement cancelled and no further products will be supplied.

Luxury Brands...
Luxurious Benefits

Frequently Asked Questions

- Why have you created the FLOW scheme?

The founders have experienced the frustration of working with skincare brands where substantial time and money has been invested in stocking their products and training staff only to see that same brand discounting the products online.

We believe the expertise of skincare professionals should be valued and rewarded. Even if the client consultation or treatment, there is a high chance that they will search online to see if they can buy it cheaper online.

Skincare professionals to retain clients, protect their income and ensure they are rewarded for their expertise and recommendations.

- Why can't I sell the products direct on my own website?

The FLOW scheme is designed to ensure you can sell your products at prices that are fair to you and your clients buying purchases based on your expertise and recommendations.

By not allowing you or other stockists to sell the products online we can protect your income by allowing them to buy through Luxury Skincare

as you deserve from their purchase, as if they had bought it direct from you.

You are free to promote the products online and Salons, Clinics and Spas have different approaches, some have simply changed the link for their online shop to direct them to the Luxury Skincare Brands website using their unique information page on their website and put the solutions and we are here to help and guide you.

- What is different about your offer compared to other skincare brands?

Many other skincare brands have their own 'direct to consumer' websites, which means after you have spent your precious time and expertise recommending products to them, they may go to the skincare brand's site and purchase the products from them direct.

In addition, many of these sites have regular offers and promotions that mean they are selling the products at prices lower than you can purchase from the brand yourself.

Luxury Skincare Brands only represents brands that do not have a UK website selling direct to consumer and it does not permit its skincare professional partners (you) to sell online.

This means all sales only go to our stockists and there is no race to the bottom with online platforms selling discounted products.

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you must be approved by us, stock the products in your Salon, Skin Clinic or Spa and meet minimum annual spend levels, which will be agreed from time to time with your Account Manager.

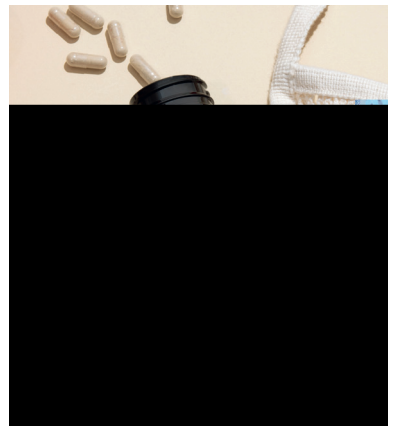
- Will you do online promotions?

We may do new product offers or seasonal promotions, but rest assured you will still get o P 2 - ĩ H Ø μ / 2 Û H ĩ 2 : Š ö μ: Ð μ μ 2 Š H μ Þ H Ø Š H Š ö) : / Š Š @ § ö Þ § Š Š H Þ h Þ H H are linked to your salon as if you had done the promotion yourself.

In fact, we can work with you to do tailored marketing campaigns that promote products and treatment offers aimed solely at your clients.

Any Luxury Skincare Brands approved stockists that are found selling online or through an online platform will have their supply agreement cancelled and no further products will be : P // ö Þ μ @ . ö ö 2 Þ Ð Ø H: H / 2 Û H: ĩ 2 ŷ H Ø Þ @ μ H Þ Û μ 2 i Þ ö ö Þ ŷ ŷ μ @ Þ Š H μ ö o § μ Š : μ .

Promoting the products online is actively encouraged, just not selling online unless it is via the Luxury Skincare Brands site using your P Þ 1 P μ Þ @ μ H Þ Û μ 2 . æ P Š 2 μ ĩ § P 2 : μ ĩ 2 your own prices, offers and promotions for all sales).



FLOW

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