



ADVOCATE PROGRAM
JULY-AUGUST 2023

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AGENDA
JULY-AUGUST 2023

- Pure Blonde & Pure Rose
- Summer Express Treatments & Go-To's
- Liter Sale & Hair Loss Awareness Month
- Trend Cutting
- WOW to WOM


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Violet & Rose




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Violet Toning & Brightening

- ◆ Maqui Berry, Babassu and Moringa Oil create the perfect tinted base.
- ◆ Amaranth Protein repairs and restores moisture back into the hair.
- ◆ Tones out brass without drying out hair.



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Toning

- ◆ Violet Shampoo
- ◆ Violet Conditioner
- ◆ Violet Toning Spray

Hot Tips

- ◆ Shampoo for pale to light blonde
- ◆ Conditioner for icy blonde, bronde & mushroom blondes
- ◆ Use wet or dry for instant toning that last wash to wash while conditioning

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Brightening

- ◆ Violet Nourishing Masque
- ◆ Violet Blow Dry Cream

Hot Tips

- ◆ Masque for treatments and ultimate moisturization and protection while maintaining brightness
- ◆ Silky, smooth cuticle while brightening that is completely weightless

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Rose Toning

- ◆ Rose Hip Oil and Moringa provide a super fruit combination rich in antioxidants and vitamins
- ◆ Adds a rose hue to blonde hair and enhances rich reds

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Toning



- ◆ Rose Shampoo
- ◆ Rose Conditioner

Hot Tips

- ◆ Cleansing and conditioning with Rose Hip Oil that provides fashion forward toning.
- ◆ Rosey-Pink tone on pale blondes to rich red refresh on darker levels.
- ◆ Perfect solution for chlorine green or counteracting unwanted green tones while respecting the integrity of the hair.

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Sell Through Solutions

- Open Stock 2 for 60 (US Pricing)
2 for 64 (CAN Pricing)
- Ultimate Blonding Kit- 50% off Masque with purchase of 2 Violet/Rose Products
(Because everybody needs an at home treatment)
- Ultimate Blonding Treatment- Toning Shampoo, Nourishing Masque \$10 add on + \$10 credit towards retail purchase

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SUMMER FOCUS PROMOTION – July & August

STOCK UP AND SAVE WITH SURFACE LITERS

AWAKEN LITER DUOS

25% OFF DUOS

20% OFF SINGLES

NOTE: FREE SURFACE DIVING SHEAR WITH PURCHASE OF 10 LITER DUOS OR ALL OTHER FOCUS LITERS ON A SINGLE INVOICE.

- Awaken Duo
- Bassu Duo
- Blowout Duo
- Curfs Duo
- Violet Duo
- Trinity Duo

SAVE 20% ON (10 LITER DUOS)

- Awaken Shampoo
- Awaken Conditioner
- Bassu Shampoo
- Bassu Conditioner
- Bassu Masque
- Blowout Shampoo
- Blowout Conditioner
- Curfs Shampoo
- Curfs Conditioner
- Purify Shampoo
- Violet Shampoo
- Violet Conditioner
- Trinity Shampoo
- Trinity Conditioner
- Trinity Protein Tonic
- Trinity Protein Cream

PROFITABILITY IN A GREEN WORLD

Liter packaging uses less plastic than regular-sized bottles.

SALON REFILL PROGRAMS

- ◆ Refill Customer's regular sized Surface Shampoo, Conditioners, Trinity Tonic, and Protein Cream at a "Refill Station" in the salon.
- ◆ Salon charges by the ounce, offer an incentive.
- ◆ OR encourage customers to purchase liters to refill their own regular & travel sizes at home.

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SUMMER FOCUS PROMOTION – July & August SURFACE

LITER SALE SELL THROUGH IDEAS !!!

1. Add-on Purify Liter for EVERY guest
2. SWAG BAGS for pre-orders
3. Liters + Treatments = Huge Success
4. STRONG Guest Incentive
 1. Enter to Win Hairspray for a Year
 2. Gift with Purchase
 3. Summer Swag Bags



	ORIGINAL PRICE	2023 NEW PRICE	2023 NEW PRICE	2023 NEW PRICE
AWAKEN	\$4.99	\$3.74	\$3.74	\$3.74
BASU	\$4.99	\$3.74	\$3.74	\$3.74
BLOWOUT	\$4.99	\$3.74	\$3.74	\$3.74
CURLS	\$4.99	\$3.74	\$3.74	\$3.74
TRINITY	\$4.99	\$3.74	\$3.74	\$3.74
VIOLET	\$4.99	\$3.74	\$3.74	\$3.74

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MAXIMIZING SUMMER PROMOS SURFACE

PURIFY 'PRODUCT OF THE MONTH'



Miranda's favorite at-home uses:

- ✓ 1st shampoo
- ✓ Face & body wash
- ✓ Bubble baths
- ✓ Puppy shampoo



PRODUCT OF THE MONTH
PURIFY CLARIFYING SHAMPOO

GENTLY REMOVES FROM THE HAIR:

- ☒ METALS
- ☒ CHLORINE
- ☒ MEDICATION
- ☒ ENVIRONMENTAL BUILDUP

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SUMMER TREATMENT ADD-ONS SURFACE

NEW TO YOU
S10 EXPRESS TREATMENTS

BASU HYDRATING MASQUE
Hydrates and soothes dry scalp and hair.

TRINITY BONDING MASQUE
Helps hair retain longer, less falling, break and damage.

VIOLET NOURISHING MASQUE
Helps with itchy scalp, dandruff, dryness, redness, irritation, and flaking.

CURLS INTENSIVE MASQUE
Helps with frizz, dryness, and breakage.

AWAKEN MASQUE
Helps with dry scalp, dandruff, dryness, redness, irritation, and flaking.

\$5 SHOTS
Add to hair color or highlights

BASU HYDRATING OIL
Hydrates and soothes dry scalp and hair.

TRINITY ONE SHOT
Helps with itchy scalp, dandruff, dryness, redness, irritation, and flaking.

Who needs an EXPRESS TREATMENT? There is an express treatment for all hair types and needs!

- Swimmers
- Dry Hair
- Back to School Hair
- Damaged Hair
- Teachers
- Color-Treated Hair
- Students
- Curly Hair
- Parents
- Thinning Hair

• Share with me how many of your guests currently get a treatment during their services?

• How have you increased the guest experience with your most recent price increase?

• How would an extra \$4272 in service dollars and retail sales a month help you reach your goals?

of Stylists: 1

Avg guests per month: 96

*6 per day, 4 days a week

TREAT YOURSELF

As a S10 Express Treatment PLUS receive a S10 credit towards the take home masque!



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SUMMER TREATMENT ADD-ONS

Maximize the guest experience with minimal time & expense
 How are you caring for your hair & scalp during these summer months?

- Maximize Liter Sale with Purify & Bassu Masque
- July & August Violet Masque \$15
- July Purify & Bassu Masque 20% off

NEW TO YOU
S10 EXPRESS TREATMENTS

BASSU HYDRATING MASQUE
Add long lasting moisture

TRINITY BONDING MASQUE
Strengthens hair bonds

VIOLET NOURISHING MASQUE
Brighten & nourish hair and scalp

CURLS INTENSIVE MASQUE
Hydrate & define curls

AWAKEN MASQUE
Replenish & refresh scalp

\$5 SHOTS
Add to hair color or highlights

BASSU HYDRATING OIL
Nourish hair and scalp

TRINITY ONE SHOT
Replenish & refresh scalp






Step 1 - Purify Shampoo Step 2 - Choice of Masque Step 3 - Take Home

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AUGUST HAIR LOSS AWARENESS MONTH

"How are you caring for your scalp during these summer months?"

HAIR LOSS AWARENESS MONTH
 DURING THE MONTH OF AUGUST, ENJOY A COMPLIMENTARY SCALP REFRESH SERVICE TO REJUVENATE AND DETOXIFY YOUR SCALP



Step 1 - Awaken Shampoo



Step 2 - Awaken Scalp Detox. Massage 1 min.



Step 3 - Awaken Conditioner



Step 4 - Take Home

"Now, I'm using Awaken Scalp Detox. This is a color-safe, scalp exfoliating treatment that detoxifies and rejuvenates your scalp. Use it at home every few shampoos or as often as you'd like to keep your scalp healthy."

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AUGUST HAIR LOSS AWARENESS MONTH

HAIR LOSS AWARENESS FREE! AWAKEN DETOX

PURCHASE
 1 Awaken Therapeutic Shampoo 10 oz.
 1 Awaken Therapeutic Conditioner 6 oz.

RECEIVE FREE
 1 Awaken Scalp Detox 4 oz.





Download Signage www.surfacehair.com Professionals

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TECHNICAL TRAINING
Trend Cutting

DAWN MCKEE
Director of Education
@dawnsurfacehair

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MINDSET TRAINING
'WOW to WOM'

Sean Carlson
Surface Global Ambassador
@surface_with_sean

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Next Steps...

1. Select Promotional Focus
2. Download Marketing
3. Share with your Team

DIGITAL TOOLBOX
Access All Surface Marketing Materials, Education & More!
GO TO: [HTTPS://SURFACEHAIR.COM/PROFESSIONAL-LOGIN/](https://surfacehair.com/professional-login/)

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