



**SURFACE**<sup>®</sup>  
HAIR HEALTH ART

## JAN/FEB SALON GAME PLAN

- ✓ **INNOVATION** New! Awaken Blowdry Foam
- ✓ **DISCOVER** Winter Scalp Care
- ✓ **PROMOTIONAL PLANNING** Maximize Retail Sales with Three Types of Promotions

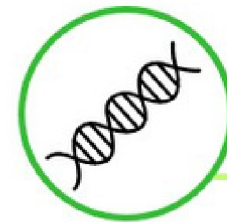


[Visit Our Awaken Showcase on Surface University.](#)

## DISCOVERY ???: How Many of Your Guest Would Love Thicker Hair Strands?

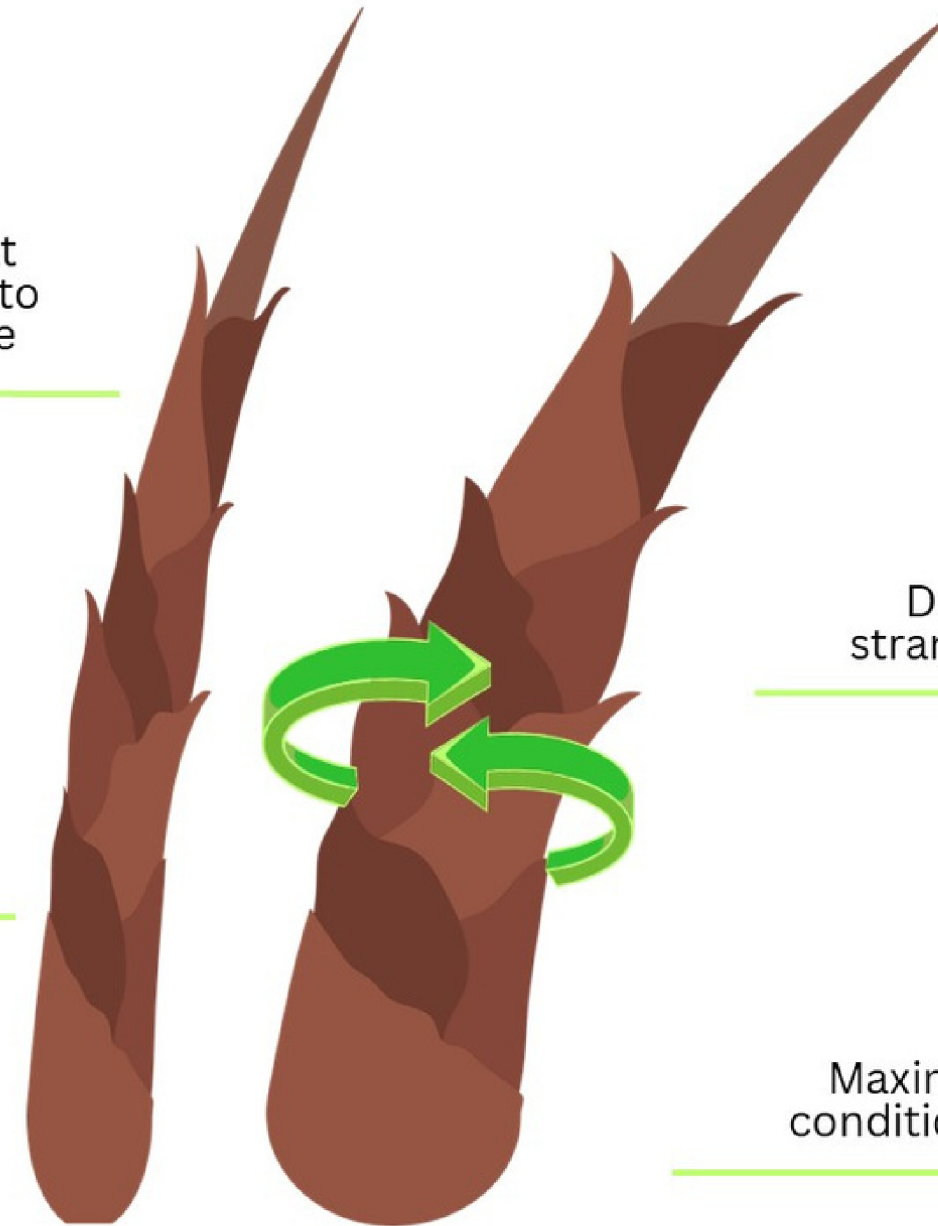


Pro- vitamin B-5 adds extra heat protection, conditioning & shine to the cuticle and seals in moisture



Amaranth Protein strengthens fine fragile hair and provides color protection

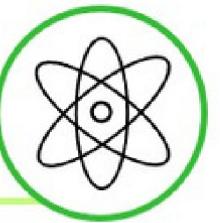
Before & After



Lightweight & flexible hold



Double the diameter of each hair strand with thickening botanical fibers



Maximum heat protection & conditioning for fine fragile hair



# INNOVATION - JANUARY 2024 Awaken Blow Dry Foam



*Styling perfectly designed for fine fragile hair.*



**BEFORE**



**AFTER**

1

Wash & Condition hair with Awaken Shampoo Conditioner/and or Masque



2

Apply Awaken Mist Leave-in Conditioner



3

Apply Awaken Blow-Dry Foam & Blowdry



4

Finish as desired



**DISCOVERY ???:** Did you know that hair loss increases by 30% in the winter months?



### THERAPEUTIC SHAMPOO

- Deep Cleansing
- Stimulate & Revitalize
- All hair/scalp challenges



### THERAPEUTIC CONDITIONER

- Strengthen
- Anti-Aging
- All hair/scalp challenges



### AWAKEN MASQUE

- Detoxify
- Stimulate
- Condition



### AWAKEN SCALP ELIXIR

- Volume
- Root Lift
- Pre-Shampoo
- Between Shampoos



### THERAPEUTIC TREATMENT

- Strengthen
- Stimulate
- Revitalize



### Awaken Scalp Detox

- Exfoliate
- Detoxify
- Rejuvenate

## AWAKEN STYLING



### AWAKEN MIST

- Leave-In Conditioner
- Detangle
- Thicken



### THICKENING SPRAY

- Pre-Styler
- Thicken
- Revitalize



### THICKENING CREAM

- Thicken
- Volume
- Light Styling



*New! Jan 2024*

### BLOW DRY FOAM

- Thicken
- Control
- Shape



### PROTEIN MOUSSE

- Thicken
- Volume
- Firm Hold



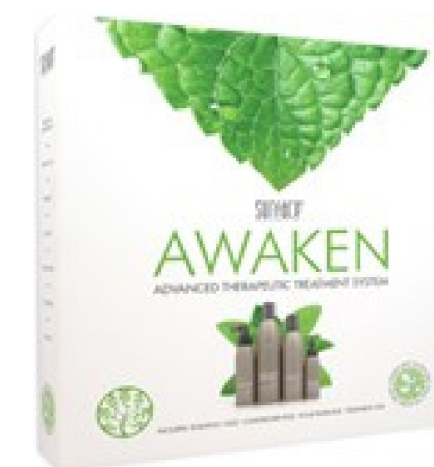
### STYLING SPRAY

- Thicken
- Volume
- Firm Hold



### TEXTURE SPRAY

- Thicken Fine Hair
- Texture
- Strengthen



### AWAKEN THERAPEUTIC SYSTEM

- 4-Piece Box Set
- Starter Kit
- Includes Shampoo, Conditioner, Therapeutic Treatment & Scalp Elixir



**LEARN MORE ▲**

# ANNUAL LITER SALE



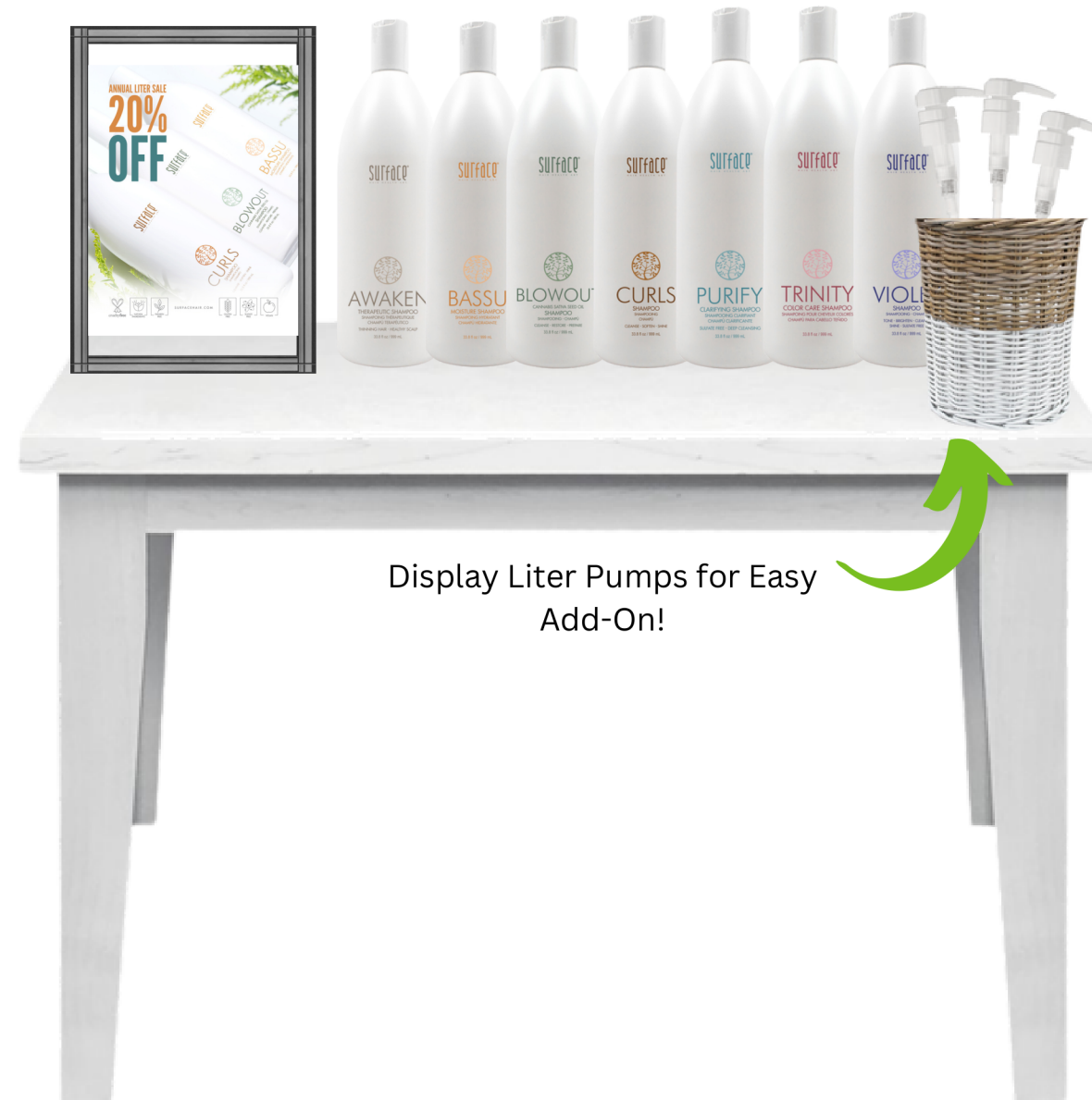
## SAVE 20%

- Purify Shampoo .....
- Trinity Protein Repair Tonic.....
- Trinity Protein Cream .....
- Bassu Masque.....
- Trinity Shampoo .....
- Trinity Conditioner .....
- Bassu Shampoo.....
- Bassu Conditioner.....
- Awaken Shampoo .....
- Awaken Conditioner.....
- Curls Shampoo.....
- Curls Conditioner .....
- 7 VOL Enzyme Cream Activator .....
- 20 VOL Enzyme Cream Activator .....
- 30 VOL Enzyme Cream Activator .....
- 40 VOL Enzyme Cream Activator .....

## SAVE 25%

- Pure Blonde Violet Shampoo .....
- Pure Blonde Violet Conditioner .....
- Blowout Shampoo .....
- Blowout Conditioner .....

**NOTE: PURCHASE 12 MIX AND MATCH LITERS AND RECEIVE 6 SURFACE TOTE BAGS FREE!**



Display Liter Pumps for Easy Add-On!



## ANNUAL WINTER LITER SALE IDEAS

- Restock backbar
- Mention liter sale to guests at shampoo bowl
- Promote Purify & Bassu Masque liters for everyone
- Refill & Save program for Protein Cream & Tonic
- Offer free Surface Tote w/ purchase of 2 liters\*



Download Your Monthly Signage at [Surfacehair.com/professional-dashboard](https://Surfacehair.com/professional-dashboard)

\*While supplies last. Contact your Distributor for details

# THREE KEY TYPES OF PROMOTIONS

Surface Keys to Success #4:  
**Help Guests Look Great at Home!**



## PROMOTIONAL GUIDE

### 1. PRIMARY PROMOTION

*Primary Promotion is the key bi-monthly promotion displayed at various places around salon - reception, back bar, retail area, and styling station.*

- Set up a Sample Bar for guests to try
- Supported by in-salon services or focus product use at back bar or styling station.

### 2. PRODUCT OF THE MONTH

*'Product Of the Month' may change monthly or bi-monthly. Display at front desk. Support retail sales by using product at the backbar.*

- May be used to celebrate an event or new product launch.

### 3. AWARENESS PROMOTION

*Promotion focus on savings, event, or specific product to fill specific guest need. Display products at station or backbar for easy use & to promote take home support.*

**JAN/  
FEB**

#### WINTER SCALP CARE - AWAKEN MIX & MATCH + Complimentary Scalp Facials



#### NEW! AWAKEN BLOW DRY FOAM



#### ANNUAL WINTER LITER SALE



# JAN/FEB ROADMAP: FULL-CIRCLE PROMOTION

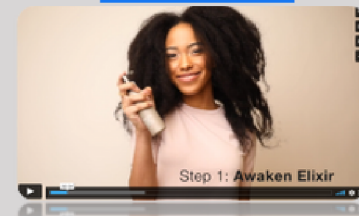


## SERVICE

AWAKEN SCALP FACIAL OR SCALP DETOX  
'SERVICE GIFTING'



[Click Here to learn  
Awaken Scalp Facial  
Treatment](#)



## RETAIL



Download Your Monthly Signage at [Surfacehair.com/professional-dashboard](https://Surfacehair.com/professional-dashboard)

1. PRIMARY PROMOTION - Awaken Mix & Match
2. PRODUCT OF THE MONTH - Awaken Blow Dry Foam
3. ANNUAL WINTER LITER SALE - 20% off Single Liters



## STYLIST EDUCATION

### VIRTUAL CLASSROOM:

1.8 & 2.5 - Awaken Your Scalp, Rejuvenate Your Hair

1.15 & 2.12

11am Naturally Surface Product Knowledge

12pm Intro To Pure Color

1.22 & 2.19 - Creating with Pure Color

2.26 - Advocate Program 'Live' Mar/Apr planning



## BUSINESS DEVELOPMENT

Who is the Awaken Scalp Specialist in YOUR Salon?



[CLICK HERE  
to become certified in Awaken](#)

