



**SURFACE**<sup>®</sup>  
H A I R H E A L T H A R T

## MARCH/APRIL SALON GAME PLAN

- ✓ **PRODUCT KNOWLEDGE** Surface Blowout
- ✓ **DISCOVER** Surface Oils
- ✓ **PROMOTIONAL PLANNING** Earth Month/Arbor Day



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

# BLOWOUT PRODUCT KNOWLEDGE



## KEY INGREDIENTS



HEMP SEED OIL



LYCHEE FRUIT (SOAPBERRY)



MARACUJA (PASSION FRUIT)



BABASSU SEED OIL

## PREPARE



### SHAMPOO

- Cleanse
- Restore
- Prepare



### CONDITIONER

- Moisture
- Protect
- Prepare
- Shine



### PRIMER

- Style Memory
- Heat Protect
- Light Weight
- Fast Drying



### PROTECTIVE OIL

- Protect
- Shine
- Condition
- Hair & Skin

## TREAT

NEW!



- BLOWOUT HIGH GLOSS RINSE
- Smooth
  - Shine
  - Soften

## STYLE



### SMOOTHING BALM

- Smooth
- Memory
- Protect
- Available May



### MEMORY FOAM

- Volume
- Control
- Shine



### GEL MOUSSE

- Spreads Like Mousse, Holds Like Gel
- Volume
- Firm Hold
- Style Memory
- 450° Heat Protection

## SET



### FINISHING SPRAY

- Set
- Memory
- Protect



### FIRM FINISHING SPRAY

- Fine Mist
- Firm Hold
- Style Memory
- 450° Heat Protection



### TEXTURE SPRAY

- Volume Powder
- Clear Finish
- Lasting Texture
- Refresh

## REFRESH



### DRY SHAMPOO FOAM

- Refresh
- Nourish
- Volume



### DRY OIL SPRAY

- Condition
- Shine
- Refresh
- Protect

# STYLE MEMORY THROUGH LASTING MOISTURE



Flax Seed



Hemp Seed Oil



Babassu Oil

**Omega 3**  
**Moisturizes Cuticle**  
**Strengthens Elasticity**

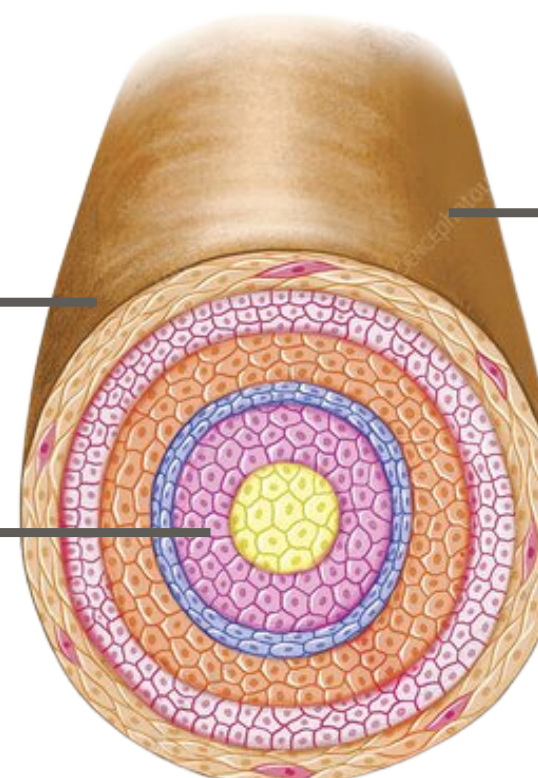
Babassu Oil 47.4%

Flax 53%

**Omega 6**

**Moisturizes Cortex**

Hemp Seed Oil 54%



**Omega 9**  
**Softens Cuticle**  
**Moisture Seal**

Babassu Oil 10%

Flax 19%

# ANNUAL ARBOR DAY FEATURE



1 OIL  
= 1 TREE

77,000 TREES PLANTED SINCE 2016



**DOWNLOAD**

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

## BASSU HYDRATING OIL



- FINE TO MEDIUM HAIR
- WEIGHTLESS OIL
- ❖ BABASSU OIL BASED
- Ultimate Free Radical Fighter
- Following Hair Color
- Treat Skin Irritations
- Shine & Condition
- Use Wet & Dry

## BLOWOUT PROTECTIVE HAIR & BODY OIL



- HEAT PROTECT ALL HAIR TYPES TO 450°
- LIGHTWEIGHT OIL
- ❖ HEMP SEED OIL BASED
- Style Memory & Heat Protection
- Protect Skin & Hair
- Deep Moisturize Hair & Skin
- Shine & Condition
- Use Wet & Dry

## BASSU GOLD HYDRATING OIL



- MEDIUM TO COARSE HAIR
- MEDIUM WEIGHT OIL
- ❖ ARGON & CARROT SEED OIL
- Soften Hair
- Deep Shine
- Condition
- Protect
- Use Wet & Dry

**BUY 1 OIL, GET 1 50% OFF**

**OR**

**BUY 8 MIX & MATCH 2oz, GET 1 8oz BASSU OIL FREE**



# SPRING 'Promos of the Month'

## MARCH ONLY - Thermal Styling Sale



### 30% off! CHOOSE FROM:

- Blowout Primer
- Memory Foam
- Violet Blow Dry Cream



### PRIMER

- Style Memory
- Heat Protect
- Light Weight
- Fast Drying

### MEMORY FOAM

- Volume
- Control
- Shine



### BLOW DRY CREAM

- Brighten
- Smooth
- Protect

## APRIL ONLY - Spring Styling Sale

### Mix & Match CHOOSE FROM:

- Crave Styling Paste
- Taffy Wax Spray Wax
- Awaken Texture Spray
- Frizz Free Spray Gel

### Mix & Match CHOOSE FROM:

- Push Styling Powder
- Theory Finishing Spray
- Taffy Whip
- Texture Paste



# 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*

- Display at various places around salon - reception, back bar, retail area, and styling station.
- Set up a Sample Bar for guests to try
- Support retail sales by using product at the backbar & 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 a nesting table to bring special awareness

MAR/  
APR

#### BLOWOUT MIX & MATCH



#### STYLING 2 FOR PROMOS



#### ARBOR DAY PROMOTION

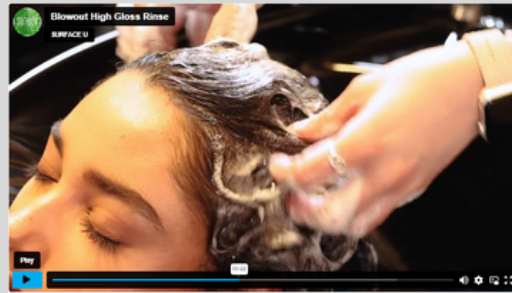


# MARCH/APRIL ROADMAP: FULL-CIRCLE PROMOTION



## SERVICE

- BLOWOUT HIGH GLOSS RINSE
- HOT OIL TREATMENTS



[Click Here to learn how to use Blowout High Gloss Rinse](#)

### SURFACE BLOWOUT HIGH GLOSS RINSE IN-SALON OR AT HOME TREATMENT

KEY DISCOVERY POINTS:  
• Wraps hair with Sugar Crystals for a glass like blowout  
• Instantly shine, smooth & soften with Rice Protein  
• 30 second in-salon or at home treatment  
• Provides heat protection, moisture and style memory  
• FREE OF Propylene Glycol  
• For all hair types



LEARN MORE ▲

- 1 Wash hair with Blowout Shampoo & Conditioner.
- 2 Squeeze out excess moisture.
- 3 Drench hair with High Gloss Rinse.
- 4 Leave 30 seconds and rinse.
- 5 Style as desired.

## RETAIL



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

1. PRIMARY PROMOTION - Blowout Mix & Match
2. PRODUCT OF THE MONTH - Styling Mix & Match
3. ARBOR DAY AWARENESS



## STYLIST EDUCATION

### VIRTUAL CLASSROOM:

3.4 & 4.8 - Love Your Blowout Longer

3.11 & 4.15 -

11am Naturally Surface Product Knowledge

12pm Intro To Pure Color

3.19 & 4.22 - Creating with Pure Color

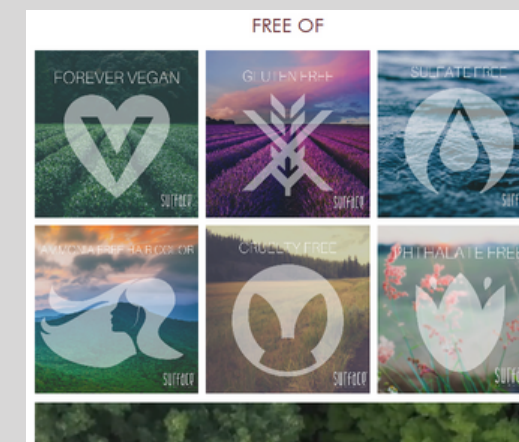
4.29 - Advocate Program 'Live' May/June planning



## BUSINESS DEVELOPMENT

How are you branding yourself as a 'Giving Back' salon?

Download the Surface Salon Social Media Tile Set



[Surfacehair.com](https://Surfacehair.com)  
[Digital Assets](#)

